

JD Answers Mo Decree Queries

By MILDRED HALL

On the 608 top-paying theme songs, of which the Rooney Entertainment Co. owns 33, owned by publishers found members in 1958. Justice attorneys say that the number will diminish slightly, owing to elimination of some of the ringers, which have not had enough recent performance to qualify. Otherwise, the status of these "big" songs will remain relatively about the same.

Justice attorneys point out that the constant factors in the picture are the ownership of the "big" songs in catalogs of a few leading publishers who have effectively kept them "alive and valuable." Over-all, TV network performance is valuable to ASCAP, earning close to one-quarter of all ASCAP

Some of the members want to know: How the new decree will affect the heavy concentration of top-paying theme songs in the hands of publisher hoard members, as pointed out in the report of the Roosevelt (D., Calif.) Small Business Subcommittee; how close will the relationship be between per cent of total ASCAP revenue earned in TV networks, or other media, and the per cent of total distribution of credits?

Others ask how much supervision the proposed new survey will have during the 18 months before the decree terms would allow an appeal? How about the anti-trust aspects of movie-affiliated music publishers on the ASCAP board? (See separate story below.) Last and roughest question was whether the ASCAP echelon, present or future, could "juggle" the distribution at will. If the requirements of the new decree were ignored, "What could be done about it?"

Film Hook-Up Issue Raised

WASHINGTON — Among the questions raised this week with regard to the new ASCAP consent decree was one concerning the antitrust aspect of ASCAP publisher board members who are affiliated with film producers. It has been suggested that linkage between movie-users and the licensing ASCAP publishers constitutes vertical integration.

Justice people admit that the set-up is debatable, just as licensing of movie houses was found a violation of anti-trust laws in 1958. It was testified at the Roosevelt hearings by ASCAP counsel Herman Finkelstein, however, that the Society itself now no longer licenses movie producers. Justice spokesmen say the decree does not cover this aspect of distribution which may mean the question could not properly come up in the October hearings before Judge Ryan.

BY REN GREVATT

NEW YORK — The Chrysler Corporation will make available in its new 1960 Plymouth and DeSoto automobiles a new version of a 45 r.p.m. speed jto record player. The player is being manufactured for Chrysler exclusively by the RCA Victor Victrola Division in Camden, N. J.

It was Chrysler which made the first venture into this field about three years ago with a device known at the time as HiWay HiFi. This unit played a specially prepared 163 1/2 r.p.m. speed record. The players in this case and the special records were produced by CBS Columbia. The unit in terms of sales was a failure, however, and was discontinued in the following year's car models.

The current model, in contrast to the older units, has the distinct advantage of playing standard singles and EP's of 45 r.p.m. speed. The fact that the old 16 $\frac{1}{2}$ r.p.m. disks could not be played on regular home equipment was viewed as a disadvantage in the era of the HiWay HiFi unit.

the changer which can carry 14 45 r.p.m. disks, which would provide as much as one and a quarter hours of music if EP's were used.

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ut. Under the new setup, the approximately 3 per cent of ASCA revenue made out of radio network play will be paralleled by a centralized distribution for radio network performance.

Justice spokesmen noted the present multipliers used by ASCA are subjective or arbitrary, in contrast with those which the survey

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Fantastic Deals; Hot Artist Today Writes Own Pact

New Firms, Clubs, Album Impact Sparks Big Loot Comeback

By BOB BOLONTZ

NEW YORK — Some of the most fantastic deals in the history of the record business are now being negotiated, or talked about, or concluded by some of the larger record firms. The unwritten agreement a while back among the large firms that guarantees or long-term contracts had had it, has been replaced by some of the wildest offers for talent — strong talent that is — in years. A hot artist today who is ready for a new contract can ask for pre-in-the-sky and

Right now the Everly Brothers, who have turned out five million sellers out seven releases, are negotiating for a new contract. They are asking, thru their manager Wesley Rose, a 10-year contract with a \$1,000,000 guarantee. The loot is to be shelved out at the rate of \$100,000 a year. But that isn't all. In all dealing with record firms who happen to be associated with a flicker firm, they also want a movie deal. When there is more to look like, they are sure the deal they want — or at least the deal they want — will be

Just recently Clyde McPhatter made a deal with M-G-M Records. McPhatter, who had a very successful run with Atlantic Records, left that firm when they couldn't come thru with the deal his manager wanted. He was offered \$40,000 guarantee a year by two firms, but at M-G-M he got a lot closer to his asking price of \$60,000 per year, guarantee.

5 Figure Deals

—signed thrush Della Reese. No figures have been given out but the guarantee offered for at least a couple of years is in five figures. At the present time Erroll Garner has started negotiating with a couple of firms for a new contract. He has been offered a healthy five-figure pact by at least one firm, with the others to be heard from. Van Cliburn received a healthy five-figure advance from Victor for his guarantee.

It is the guaranteees don't mean too much to a company if the artist is, or has been, a consistent seller of records, whether albums or singles or both. A guarantee of \$50,000 per year is used to mean that the artist must sell over 200,000 copies of records, based on the rate of four releases per year, to equal the guarantee. But this type of pact obscures that the guarantee is an advance against royalties, and that the artist pays for the recording session. With some of the new contract, the artist is really getting a bonus and recording costs are charged to the company. . . . the artist.

B Money Sources
The comeback of the big guarantee and long-term contract can be attributed to three sources. One is the entry into the business of a number of new firms, especially the movie firms, with mucho dinero. These new firms want big names for their poster and are willing to pay. It has caused a rise in the artist money; market by all firms. A second reason is the growth of the third party, which can assure the club a major that they can dispose of a lot of product of the big "e" acts. And

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NEWS OF THE WEEK

Heftler Discounts Offered By Manufacturers on Fall L.P.'s . .

Manufacturers, including the majors as well as the indies, are offering heftier discounts than ever this season. Victor, Columbia and Capitol are offering from 10 to 20 per cent either as discount or bonus merchandise.

NYU Survey Shows Stereo Promotions Upped Sales . .

The stereo promotions sparked by Victor and Mercury had the result of not only kicking up stereo sales while the promotions were on, but also continued them at a higher level according to an **NYU-Billboard** survey. . . . **Page 3**

**Cap Annual Gross Nears \$50 Mils;
13 Per Cent Increase Over '57-'58**

Gross sales for Capitol Records in the last fiscal year hit a whopping, all-time high of

\$49,266,860. Volume for the year ending last June 30, was up 13 per cent against the figures registered for the comparable period a year ago. This marks the firm's fifth consecutive annual sales increase..... Page 3

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<i>Classified G</i>66	<i>Albums</i>37-49
<i>Classified H</i>67	<i>Albums</i>37-49
<i>Classified I</i>68	<i>Albums</i>37-49
<i>Classified J</i>69	<i>Albums</i>37-49
<i>Classified K</i>70	<i>Albums</i>37-49
<i>Classified L</i>71	<i>Albums</i>37-49
<i>Classified M</i>72	<i>Albums</i>37-49
<i>Classified N</i>73	<i>Albums</i>37-49
<i>Classified O</i>74	<i>Albums</i>37-49
<i>Classified P</i>75	<i>Albums</i>37-49
<i>Classified Q</i>76	<i>Albums</i>37-49
<i>Classified R</i>77	<i>Albums</i>37-49
<i>Classified S</i>78	<i>Albums</i>37-49
<i>Classified T</i>79	<i>Albums</i>37-49
<i>Classified U</i>80	<i>Albums</i>37-49
<i>Classified V</i>81	<i>Albums</i>37-49
<i>Classified W</i>82	<i>Albums</i>37-49
<i>Classified X</i>83	<i>Albums</i>37-49
<i>Classified Y</i>84	<i>Albums</i>37-49
<i>Classified Z</i>85	<i>Albums</i>37-49
<i>Classified AA</i>86	<i>Albums</i>37-49
<i>Classified AB</i>87	<i>Albums</i>37-49
<i>Classified AC</i>88	<i>Albums</i>37-49
<i>Classified AD</i>89	<i>Albums</i>37-49
<i>Classified AE</i>90	<i>Albums</i>37-49
<i>Classified AF</i>91	<i>Albums</i>37-49
<i>Classified AG</i>92	<i>Albums</i>37-49
<i>Classified AH</i>93	<i>Albums</i>37-49
<i>Classified AI</i>94	<i>Albums</i>37-49
<i>Classified AJ</i>95	<i>Albums</i>37-49
<i>Classified AK</i>96	<i>Albums</i>37-49
<i>Classified AL</i>97	<i>Albums</i>37-49
<i>Classified AM</i>98	<i>Albums</i>37-49
<i>Classified AN</i>99	<i>Albums</i>37-49
<i>Classified AO</i>100	<i>Albums</i>37-49
<i>Classified AP</i>101	<i>Albums</i>37-49
<i>Classified AQ</i>102	<i>Albums</i>37-49
<i>Classified AR</i>103	<i>Albums</i>37-49
<i>Classified AS</i>104	<i>Albums</i>37-49
<i>Classified AT</i>105	<i>Albums</i>37-49
<i>Classified AU</i>106	<i>Albums</i>37-49
<i>Classified AV</i>107	<i>Albums</i>37-49
<i>Classified AW</i>108	<i>Albums</i>37-49
<i>Classified AX</i>109	<i>Albums</i>37-49
<i>Classified AY</i>110	<i>Albums</i>37-49
<i>Classified AZ</i>111	<i>Albums</i>37-49
<i>Classified BA</i>112	<i>Albums</i>37-49
<i>Classified BB</i>113	<i>Albums</i>37-49
<i>Classified BC</i>114	<i>Albums</i>37-49
<i>Classified BD</i>115	<i>Albums</i>37-49
<i>Classified BE</i>116	<i>Albums</i>37-49
<i>Classified BF</i>117	<i>Albums</i>37-49
<i>Classified BG</i>118	<i>Albums</i>37-49
<i>Classified BH</i>119	<i>Albums</i>37-49
<i>Classified BI</i>120	<i>Albums</i>37-49
<i>Classified BJ</i>121	<i>Albums</i>37-49
<i>Classified BK</i>122	<i>Albums</i>37-49
<i>Classified BL</i>123	<i>Albums</i>37-49
<i>Classified BM</i>124	<i>Albums</i>37-49
<i>Classified BN</i>125	<i>Albums</i>37-49
<i>Classified BO</i>126	<i>Albums</i>37-49
<i>Classified BP</i>127	<i>Albums</i>37-49
<i>Classified BQ</i>128	<i>Albums</i>37-49
<i>Classified BR</i>129	<i>Albums</i>37-49
<i>Classified BS</i>130	<i>Albums</i>37-49
<i>Classified BT</i>131	<i>Albums</i>37-49
<i>Classified BU</i>132	<i>Albums</i>37-49
<i>Classified BV</i>133	<i>Albums</i>37-49
<i>Classified BW</i>134	<i>Albums</i>37-49
<i>Classified BX</i>135	<i>Albums</i>37-49
<i>Classified BY</i>136	<i>Albums</i>37-49
<i>Classified BZ</i>137	<i>Albums</i>37-49
<i>Classified CA</i>138	<i>Albums</i>37-49

Giving Them Their Heads

NEW YORK—One of the most intriguing aspects of the type of pact that has been entered into, in fact, in these days has to do with the —&r. function and the selection of material, as well as the publication of the material used. Many of the artists are starting to demand—and occasionally getting, the right to supervise their own rates, and to have complete control over the timing of their releases. In accord. They often publish these same tunes. An additional feature is that more and more artists are requesting the right to make their own records and lease them to the firm they contract with, a procedure that Frank Sinatra has established with Capitol Records, and one that many disk jockeys are now willing to grant.

Diskees Hit New High On Fast Dealer Discounts

Retailers Offered 15-20% Off On New & Catalog Merchandise

NEW YORK — The discounts being offered by manufacturers to dealers on fall or catalog merchandise this month is apparently making the \$3.98 list price more fictional than ever according to trade observers. One dealer, looking at the 15 per cent discounts offered, or the 20 per cent bonus merchandise plans, stated that "it is possible to sell the \$3.98 list price record for \$2.98 and still make the full 38 per cent mark-up."

Here is an indication of the discounts this fall by three majors, RCA Victor, Columbia and Capitol. Victor is offering a 20 per cent

bonus in merchandise on new releases, and a selected list of catalogues, both monaural and stereo. Capitol is offering a 15 per cent discount on orders over \$1,200 on both Capitol and Angel LP's. (Capitol discount starts at 6 per cent and works up to 15 per cent via size of order). This is on catalog merchandise mainly, on the Capitol-Angel level. Columbia is offering 20 per cent on classical records and 10 per cent on pops.

The way the 15 and 20 per cent, plans add up, is that according to the discount or bonus merchandise is the 5 per cent bonus that all three firms offer in lieu of the 10 per cent return privilege. To this, in the case of both Victor and Columbia, there is another 2 per cent. All this adds up to a

22 per cent discount off the regular dealer price.

The discounts offered by Victor, Capitol and Columbia are either met or topped by many other labels. Decca's discount is 10 per cent, but many of the smaller labels range from 20 to 25 per cent — and in some cases, even more.

Many dealers wonder why the discounts don't just lower the list price to \$3.50 or \$2.95 and stop the whole discount scheme. They claim, as was stated by the SORD member in Chicago only two months ago, that the manufacturers are offering deals on merchandise all the time but meanwhile hold the list price at artificial level. And they also claim that the discounts of 12 to 22 per cent enable the discounters to cut the

(Continued on page 43)

Sinatra, Palitz Mull New Firm

NEW YORK — Conversations have been going on for the past two weeks between Frank Sinatra and manager Hank Sanicola, and Morty Palitz about the possibility of Sinatra starting a record — producing firm to cut new talent and release the records thru an established diskery. If the new firm does happen Palitz will be the A, chief and Sanicola the head of the firm. The new firm will concentrate on new talent for Sinatra himself of course, and will negotiate contract, and will be for two

(Continued on page 43)

London Adds Gift-Wrap Dealer Unit

NEW YORK — Yet another offshoot of London Records' continuing "Operation Dealer Support," came into being this week with the announcement of the diskery's "operation gift-wrap" campaign.

Under the plan, dealers can get a free record gift wrapping unit consisting of a paper roll holder with cutting edge, on top of which are mounted card and Scotch tape dispensers. The new merchandising device is a part of London's fall promotion campaign which also includes free window displays, with installation and free in-store display material.

London is also currently offering an immediate 10 per cent return privilege, a 10 per cent exchange privilege and dealer dining each on the 10th day of November, December and January.

DJA to Produce Full-Length Pic

Will Supply Top Talent for June Fox Release; All Members to Appear

HOLLYWOOD — The Disk Jockey Association will produce a full-length motion picture in color and Cinemascope for release by 20th Century-Fox. Deal was set last week between DJA's Jim Hawthorne and Robert L. Lipper whose API picture unit will film the production for Fox release.

Terms of the agreement, The Billboard learned, call for API to finance the production with DJA receiving 25 per cent of the profits resulting from the picture. The spinner's group will come in for a 50 per cent of the take.

DJA will supply the disk talent, approximately 25 top and near top names. API's Jack Leewood will serve as physical producer of the film. DJA will assume full responsibility for the production such as supplying the talent. Hawthorne will receive screen credit as associate producer and will coordinate DJA's participating and contribution to the film.

Movie's working title is "The Big Picture." The film will have for its background the formation of DJA. All members of the jockey association will appear in the film. Jockeys will film at their next year's convention with footage to be cut into the final film. Associated members in foreign lands unable to attend the next jockey gathering will be

lensed in their own countries and the film to be incorporated in the final production.

Cameras will start rolling at year's end with picture scheduled for release in June 1960, aimed at the out-of-school teenage market. It's estimated that more than \$1 million worth in disk talent will appear in the picture. DJA will endeavor to arrange a guest appearance by Elvis Presley who will be filming his own starter on the Fox lot at the time the DJA picture is made.

(Continued on page 24)

Billy Ward Comes East

NEW YORK — Billy Ward, who has been headquartered on the West Coast, will establish offices here in New York City for headquarters. Ward, who is not now committed to any label, will manage his own talent in the music publishing and recording (both his own group and others).

DISCOUNTER BLUES

Korvette Pulls Hot One; Neighbors Chorus Beefs

NEW YORK — E. J. Korvette, prominent local discounteer, opened a new record and high fidelity equipment store on East 44th Street here this week to the accompaniment of an uproar on the part of other record dealers, including discounters, in the area.

Primary cause of the bedlam was an announcement ad of the new store which appeared in The New York (Sunday) Times last week, inviting the public into the grand opening bargain sale. In the ad appeared an offer for the original cast Columbia recording of "Gypsy" at a price of \$2.49. The normal wholesale price for the \$4.98 list package would be \$3.09, or 60 cents above the advertised price.

NO CHANGE IN PRICE—VICTOR

NEW YORK — In answer to queries that have been coming into RCA Victor concerning the possibility of a price break on single records, RCA Victor spokesmen told The Billboard this week that the firm "is not contemplating change in the price of singles at this time."

One-Stop to Take Over Goody Annex

NEW YORK — Annex One-Stop, Inc. will soon be officially opened on the West 49th Street site formerly occupied by the Sam Goody Annex. The new Sam Goody to the new operators of the outlet reportedly involves a sum of \$150,000. Actually, the new one-stop is already unofficially operating on what is noted on the outside of the store as a strictly wholesale basis. Dealers and ops can get their choice of LP's, EP's and singles in the layout. The new establishment will be operated by Sam and Lou Roden, who are both formerly of the millinery business. The final deal this week awaited only the approval of the Goody creditors' committee.

Meanwhile, Sam Goody East at 43d Street and Third Avenue here was unofficially open, and was described as doing a thriving business. Deals were reported by the office personnel of the district. The new one-stop is set for shortly after Labor Day.

Todd Debuts Album Line

NEW YORK — Todd Records has announced the initial packages in its album line, which will sell for \$3.98 for monaural and \$2.98 for stereo. First release is the sound track for the current pic, "The Big Circus." Another newly released set features Clyde McCoys and his All-Stars playing McDowell's.

Future releases, according to exec. Paul Cohen, will contain Pee Wee King's "Polka Album," David Peterson and his orchestra, and a release by Zeno Carmel Lombardo and John Karloob. "The Nashville Five Vinta" and a religious set by Zeno Carmel of Atlanta, Ga. The Peterson set was recorded in Europe.

Decca Dealer Shows Best in Firm's History

NEW YORK — Recently-concluded Decca dealer meetings have been the most successful in the history of the company, with record attendance racked up at virtually all levels. As the diskery's 25th anniversary as a peg, the meeting in New York was attended by about 550 dealers, plus numerous dealers and others in the music business. Boston had a total attendance of 1,200, of whom 500 were dealers. Philadelphia had

(Continued on page 43)

Rank British Belock Distribb

NEW YORK — Belock Instrument Corporation, producers of Everest Records, has signed an agreement for distribution in the United Kingdom, the British Commonwealth and the Republic of Ireland, with Rank Records of London. In making the announcement, Everest vicepres. Ted Wallerstein, said "This contract with one of the largest organizations in the entertainment world, is the first of many which we are now negotiating for world-wide distribution of Everest." Decca is exclusive U. S. distributor for Everest.

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Publishers

Roger L. Littlefield Jr.

William D. Littlefield

Editors

Paul Ackerman — Music Radio-TV, N. Y.
Herb Dorris — Show News, Chicago
E. J. Littlefield Jr. — Music Radio-TV, N. Y.
Wm. J. Sachs, Exec. Editor, Cincinnati
E. J. Littlefield Jr. — Music Radio-TV, N. Y.

Managers and Divisions

L. W. Gatto — Main Office, Cincinnati
E. J. Littlefield Jr. — Music Radio-TV, N. Y.
Sam Chase — Asst. Publisher, New York
Herb Dorris — Music Radio-TV, N. Y.
Lawrence W. Gatto — President
Wm. J. Sachs — Secretary

Cincinnati 28, 1600 Patterson Bldg.

Phone: LIfford 3-1100
New York 17, 400 Broadway
Phone: LIfford 3-1100
Chicago 1, 100 W. Randolph Bldg.

Phone: CHicago 9-9100
Hollywood 28, 1000 N. Hollywood
Phone: BUtterfield 5-2351
St. Louis 1, 812 Olive Bldg.

Phone: ST. Louis 8-1100
Washington 25, 1400 K St., N. W.
Phone: WAshington 8-1100

Advertising Managers

Show News-Music — Robert Kandel, Chicago
Music-Radio-TV — Sam Chase, New York
Con-Machines — Helmer Starr, Chicago
Music — Wm. J. Sachs, Cincinnati

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LP Sales in Retail Stores

First Six Months 1959 Vs. 1958 and Stereo Vs. Mono

(All Figures in Millions of LP's)

	Total LP's Sold in 1959 (Millions)	Stereo's % of All LP's Sold 1959	No. of Stereo LP's Sold (Millions)	Monophonic LP's Sold (Millions)	1958
Jan. 531	2.5	17.5%	.4	2.1	2.2
Feb. 2,78	2.7	14.8%	.4	2.3	2.4
Mar. 2,28	3.1	20.5%	.6	2.5	1.9
Mar. 30-Apr. 3,5	3.0	22.6%	.7	2.3	2.2
Apr. 27-May 23	2.8	19.2%	.5	2.3	1.9
May 25-June 30	2.7	19.2%	.5	2.2	1.9
TOTALS	16.8		3.1	13.7	12.5

Stereo Sales Solid After Promotional Build

By SAM CHASE
NEW YORK—How are stereo LP sales holding up? This question, more than any other, is asked by people in the album business, as a guidepost to the future.

Here is the answer: Stereo LP sales have leveled off in the wake of the big RCA Victor and Mercury promotions which offered a second disk at 51¢ with each LP purchased. Stereo sales naturally hit a peak during the height of those deals, but now, even after slowing down somewhat, stereo sales remain well above their level before those promotions.

The promotions thus seem to have had their desired effect. They moved a sufficient number of stereo disks to make the public more stereo-conscious. As a result,

the proportion of stereo records now being sold is higher, compared with mono LP's, than before the promotions got under way. With new promotions now kicking off, such as the Audio Fidelity 51¢ special for a second disk, indications point to stereo maintaining its pace until the fall uptick, at which time it may well take an even larger share of the market as sales of new stereo phonographs make themselves felt.

The above information is derived from a nationwide tabulation of LP sales, made by The Billboard through its retail store audit under technicalities approved by the N.Y.U. School of Retailing. The complete reports resulting from this study are issued every two weeks on a confidential basis to subscribers only, and contain complete breakdowns of each label's business by each type of disk.

The full study shows that stereo LP's accounted for approximately 20 per cent of all albums sold in 1958. (Continued on page 16)

Fox Adviser on Foreign Scene

NEW YORK—Ideal method for an American publisher to set up his foreign operation is to establish a base in England and work the continent thereafter. This is the view of publisher Fred Fox, who in the last 18 months has made three trips abroad to reorganize the foreign representation (Continued on page 16)

FREE AIRTIME FOR KHRUSH

NEW YORK—Several stations have made offers and sent invitations to Russian Premier Khrushchev to visit and use their studios and facilities during his scheduled visit to the United States next month.

KICN, Denver, and KISN, Portland, Ore., were among the first to make their stations available.

WNEW in New York is conducting a contest among its listeners to select the top 25 American songs. The tunes receiving the most votes will be put into a special album along with a Russian translation of the lyrics. This will be presented to the Muscovite during his visit to New York. The station will feature the songs on the air while Khrushchev is in the city.

PLENTY LIFE IN THE OLD GIRL YET

NEW YORK—Personnel at RCA Camden have been having a quiet little celebration—this month being the 40th anniversary; of the release of "Dardanella," which was recorded for the original Victor Talking Machine Company by Ben Selvin, Camden exec. A million-record seller, "Dardanella" was one of four tunes made at the session by Selvin's Moulton Rouse Orchestra, the others being "I'm Forever Blowing Bubbles," "Isle of Golden Dreams," and "A Pretty Girl Is Like a Melody."

The first take of "Dardanella" didn't suit the a.&r. man at the session but Jack McDonald, who headed the a.&r. operation, asked to hear the version and he ordered it released. It became one of the earliest great sellers. Selvin recorded 3,150 for each of the four sides at the session—no royalties.

In these years, Selvin recorded for as many as nine different labels under nine different names—such as the Newport Orchestra, the Kentucky Colonels, etc. "Once in a while I would change arrangements," he stated. He recorded Irving Berlin's "All Alone" for nine labels—same old under various names.

From 1919 to 1945 the maestro conducted 9,000 sides.

Industry Should Put Quality Over Price

Wallenstein Surveys Current Confusion; Predicts Solid Future

NEW YORK—The record industry's chief consideration must be quality of product, according to A. Todd Wallenstein, Everest Records chief and pioneer record exec who introduced the long-play disk into his label, as Columbia Records president. Wallenstein, surveying the record scene after being back in harness several months, stated that the industry was in a "rather absurd mess," with much confusion prevalent at the a.&r. and product levels. "The accent is away from quality," he stated, and noted that this would be rectified. "In the long run," he said, "the public will pay reasonable prices for good product."

Noting that the disk business has gone through several trying periods, Wallenstein predicted a very solid future, particularly in view of the sound economic condition of the nation generally. "But the industry must whip itself into shape to

Cap Gross Sales At All-Time High

Fiscal Report Tabs 21G Drop in Net Earnings; Spiraling Costs Blamed

By LEE ZHITTO
HOLLYWOOD—Capitol Records, Inc., gross sales climbed 13 per cent during its past fiscal year to an all-time high of \$49,266,860, according to CRI president Glenn Wallichs' annual stockholder's report. This compares to \$43,694,818 gross sales during the preceding 12-month period.

The year ending June 30, 1959, marked the company's fifth consecutive annual increase in sales. Its near \$50 million sales total reveals the CRI has almost doubled its business in a mere three years, over \$25,647,468 gross sales it racked up during the fiscal year ending in 1956.

According to the current report, net income is \$2,756,770, taking a slight dip under last year's \$2,777,855.

Wallichs blamed the earnings decline on spiraling increases in the cost of materials and labor, plus generally keener competitive market condition resulting from "more companies producing more merchandise than ever before."

CRI's president pointed with pride to his firm's sales strides on the stereo front. On the basis of his report noted that its "Okla-homa" and Tennessee Ernie Ford's "Hymn" albums received the Rec-

ord Industry Association of America Gold Record Award, each having sold over one million dollars at manufacturer's wholesale price, and that the single "Trio of Tom Dooley" single passed the million unit sales mark.

He also mentioned the fact that his firm walked away, with 10 of the 28 National Academy of Recording Arts and Sciences Grammy Awards, including Best Classical Performance, Best Original Cast ("Music Man") and Best Country and Western (for "Dooley") Performance.

Among the past year's achievements, Wallichs heralded the return of Paul Weston and Kay Starr to Capitol's fold and the acquisition of Dinah Shore. Included among these accomplishments by Wallichs was the label's transformation under its banner of EMi's "His Master's Voice" line (formerly distributed by RCA Victor).

Tops Invades Singles Field; 98c Price Tag

HOLLYWOOD—Tops, Records, one of the pioneers in the chain store distributed low-price album field, is invading the singles market with a full-price (49¢) record disk line aimed at regular record dealers. Tops will follow its traditional pattern of selling its singles factory direct with the exception of four markets (Seattle, San Francisco, St. Louis, Charlotte, N. C.) where independent distributors will be used.

Highlight of the Tops single sales plan is a 100 per cent guaranteed return privilege. As an incentive to hold returns to a minimum, Tops will pay dealers a cash bonus for retaining more than 90 per cent of a given order. The amount of the bonus will be in proportion to the percentage of product, retained by (Continued on page 19)

Coral Re-Signs McGuire Gals

NEW YORK—The McGuire Sisters, one of the top ranking groups in the business, have been signed to a new long-term renewal pact by Coral Records. The announcement was made by Milton R. Rackmil, proxy of Decca Records, parent firm of Coral.

The trio, which has never recorded for any other label, had a contract which would have expired next June. The new deal for the famed sister set was concluded by Rackmil with exec. vice-pres. Leonard Schneider, at the Desert Inn, Las Vegas, where the act is currently appearing.

Total sales of platters for the group are believed to exceed 26 million. Their top hits include "Sugartime," "Goodnight, Sweetheart, Goodnight," "Pledge Something's Gotta Give," "Sincerely," "He," and "May You Always." Their current disk couples "Red River Valley" and "I'm a Promise." They are also currently being heard on a series of radio and TV commercials for Coca-Cola, at what has been called "an unprecedented fee" for such services.

MacIntosh to Exhibit at Logan Shows

BINGHAMTON, N. Y.—MacIntosh Laboratories of this city, manufacturers of MacIntosh audio equipment, have elected to go into the business of exhibiting shows in Los Angeles and San Francisco being sponsored by promoter Jim Logan. This is the first in the wake (Continued on page 19)

Weiss Mulls Brit. Tie-Up

LONDON—Bobby Weiss, newly appointed managing director of Warner Bros. Records, this week began talks with Decca, EMi and Pye, with a view to a possible tie-up between his company and one of the top British labels.

Weiss flew in from Paris and is expected to remain in London for at least seven days. No announcement is expected as to the Warner and Decca tie-up. Weiss has returned to his colleagues in the States.

Phillips Belts Nation Of Drastic Singles Cut

By BERNIE ASBELL
MEMPHIS—San Phillips, the owner of Sun and Phillips International Records, angrily attacked the suggestion by RCA Victor's president that a singles market cut to 50 cents might stimulate the business. He introduced the novel argument that it would cripple the market by eliminating the musical excitement that has sold records in recent years.

"It's a changing world," Phillips declared, "and it's up to us to come from lots of independents experimenting and recording under all kinds of competitive conditions. Cutting the profit margin would cut the area in which to play with

new ideas. It's too late to go back to the stereotyped records that the majors once enjoyed selling in large years, when you could count on two hands the artists who sold records in the record business."

Phillips said he opposed the price increase from 89¢ to 98¢, pioneered last year by RCA. But even if he increased it now, he acknowledged as an error, he said, nothing in the present economy indicates a justification for a slash of 40¢ to 50¢ per cent. At the time prices went up, said Phillips, the Kiplinger Letter and other forecasts predicted a recession. A cut of production had not gone up. (Continued on page 19)

Fox to Ask AAA to Clarify Decision

Seeks Full Performance Credits for Durational Works; Some Issues in Doubt

NEW YORK — Sam Fox Publishing Company, Inc., will shortly request that a recent decision by the American Arbitration Association, having to do with payment for performances of "durational" works, be set aside. Fox will open the case in order to clarify and finalize points which he believes are important and which, in the belief of traders, were only skirted in the decision. The publisher seeks full ASCAP credit for durational works, regardless of the length of performance on the air. He points out that in the case of pop material (works of under three minutes), full credit is given regardless of length of air performance.

Case is a most interesting one and has been in contention for approximately two years. Fox had first sought relief within the ASCAP appeals procedure; but this resulted in a diminution of credit rather than a hike. At this point, the publisher went to arbitration, this being the first case where an ASCAP member has defended himself of that provision in the ASCAP regulations (an outgrowth of the Consent Decree of 1950) which specified that the contending parties may "invoke the services of the American Arbitration Association in solving classification disputes."

Normally, the American Arbitration Association is considered as a court of last resort; but legalists hold there are exceptions to this generally—and in the Fox case an exception is being made. The grounds for the case involved have not been finalized. For instance, the AAA made no determination of classification of the copyrights which were involved in the litigation.

The AAA decided that performances of durational works should be compensated for according to playing time, in line with scheduled royalty rates.

Brandt Named M-G-M Veepee

NEW YORK — Sidney Brandt has been appointed veepee of M-G-M Records, according to an announcement from the diskery's prey, Arnold Maxin. Brandt will replace the administration of the company and will headquarter in New York. Brandt has been associated with the parent firm, Loew's Inc., in an executive capacity since last year. Prior to that he was with the Magnavox Company in Fort Wayne, Ind.

CAP PREPS D.J. CONTEST

HOLLYWOOD — Capitol will launch a deejay contest aimed at raising funds for the National Foundations for Infantile Paralysis. Contest will be staged in 20 cities, starting August 15 and running for two weeks.

Prizes include two one-week expense paid vacations for two couples at Hurler's Club in Reno (Nev.), one LP's and EP's in addition, to a 100 per cent exchange privilege on the dealer's initial order. Label is guaranteeing all its prices until August 15.

Liberty is supporting its release with a complete array of special sales aids including professionally illustrated window displays, cassettes, streamers and other point of sale material.

SO 'BANG' IS NOT A NOISE

NEW YORK — Riverside Records plans to invade the singles field shortly with a bang. In fact, the Big Bangs, described as a group of percussion experimentalists and led by Dr. Horace Wadsworth, Jr., of Graston on Thames University, England, appear on the initial single.

Cowed not at all by the sometimes confusing superlatives used by other disk sound specialists, a spokesman for Riverside has outlined them all, with the following explanation of the disk: "The Record 'Bang,' he said, was recorded by Riverside's exclusive stereographic chronometer, which develops elementary decible curvatures. The final stage detector monitors to their highest response. The monitors are screened for use of differentiators and the resultant highs are filtered to their final amplitude without losing the other essential syntonic stages. These essential stages are thus saved for the reproduction of the lows. In any noise ratio is one to one."

Any questions?

Distributors Testing Disk Truck Service

CHICAGO — A recent innovation in the delivering of records to juke ops and dealers, the utilization of Volkswagen trucks equipped by salesman, by one-stop is now being experimented with by record distributors. A survey by The Billboard indicates that one distributor and one record company thru two branches are currently trying the truck route to speed delivery of merchandise to dealers and operators.

First application of truck delivery was by the record merchandisers, who service racks in all types of locations thru drive-in elements. Initial one-stop to try the truck service was Mobil Record Service, Pittsburgh, Pa., owned by Bruce Osieroff and Bob Klein, both of whom previously had co-owned various Pittsburgh indie distributorships. Osieroff told The Bill that since starting Mobile

Record Service 10 months ago, the firm has burgeoned to a second warehouse in Cleveland, O., and is now using 13 trucks, serviced by driver-salesmen. Klein emphasized that the business is confined solely to selling ops in the "same area serviced by Pittsburgh distributors" and to the St. Louis area. Klein said that his company sells singles at 65 cents each.

Warner Bros. Records is trying out the mobile record sales idea in two separate areas. Volkswagen has been used in the Albany, N. Y., area for about six weeks, while another is being readed currently in Chicago for use in an area, center of which would be Grand Rapids, Mich. The trucks would be serviced by driver-salesmen and would carry not WB singles and the entire line of over 100 mono and stereo LP's in varying quantities, depending upon the popularity of the LP. A Warner Bros. spokesman said

(Continued on page 16)

Liberty Sets 9 Album Fall Agenda

HOLLYWOOD — Liberty Records will issue a nine-album release, including another Martin Denny "Exotic" package and a Dave Seville album. Later will include Ross Bagdasarian's top selling singles ("Chimpunk Song," "Alvin's Harmonica," "Ragtime Cowboy Joe") plus nine new ditties.

Release will also include albums by Bud and Travis, Si Zentner and the Four Seasons, Doris Day and another featuring the Johnny Mann Singers.

Liberty's incentive program allows a 10 per cent discount on all new stereo and monophonic releases plus catalog stereo and mono LP's and EP's in addition, to a 100 per cent exchange privilege on the dealer's initial order. Label is guaranteeing all its prices until August 15.

Liberty is supporting its release with a complete array of special sales aids including professionally illustrated window displays, cassettes, streamers and other point of sale material.

Nearly 1,000 New On DJA Roster

By JUNE BUNDY

NEW YORK — The newly organized DJA (Deejay Association), has lined up almost 1,000 members—representing 136 cities—since its inception last month in Milwaukee (see 19). According to DJA secretary-treasurer Bill Favin: "In line with this, Gavin notes: 'There have been several questions regarding our membership requirement of two years experience. Surprising how many men with less than that are interested in joining. So let's clear up this point. The two-year requirement is, for active membership—i.e. the right to vote. Those with less are eligible for associate membership—same dues—\$10 annually.'"

Gavin adds: "The purpose of the two-year requirement is to screen out the many who are just 'passing thru' the apprentice stage of our profession, and may not continue in it. There is no intent to imply that a man with 10 years' experience does a better job than a man

with only one year. Many times the senior man is less effective and simply hanging onto a job that pays him better than any other that he could get. We're not anticipating membership applications from any type."

Among the deejays joining the DJA are Paul Berlin, KNH, Houston; Bob Clayton, WHDZ, Boston; Bobby Deane, WJZ-TV, Baltimore; Bill Allen, WLAC, Nashville; Bob Green, WINZ, Miami; Del Courtney, KSFO, San Francisco; Dick West, Atlanta; Bob Close, WFHL, Philadelphia; Jack Lacy, WINS, New York; Pete (Mac Daddy) Myers, WNYC, New York; Bobby Beers, KOBY, San Francisco; Joe Finan, KTV, Cleveland; Dick Martin, WWL, New Orleans; Dick Bondi, WKWB, Buffalo; Joe Smith, WILD, Boston.

A-F Trains Guns on Mass Market

NEW YORK — What's with Audio Fidelity? The firm has always catered to sound cultists and provided heavily to the hi-fi set. Now, they're shooting for mass market distribution for the A-F product.

Quoted in an interview for a prominent newsweekly magazine, the firm's topser Sid Frey, gives his opinions of the state of the hi-fi cult today.

"Stereo and hi-fi," Frey said, "are beyond the bad stage and have become (as common as) the washing machine or power mower."

That theory comes out of the story. And the other part could be Frey's recent success with a "Summer Bonus" promotion in which the firm gave one A-F disk for 99 cents with the purchase of another at full price (\$5.95 monophonic or \$6.95 stereo). The deal is only in its second week and A-F has booked orders of almost a quarter of a million disks, says Frey.

"There's no question that the special price deal will introduce a lot of people to a product that

(Continued on page 16)

Cricket Adds 7 Disk LP's

NEW YORK — Cricket Records, kind of a "backlist" label, has released seven new children's LP's to date. The firm suggested a \$1.98. Total in the catalog now comes to 17 sets. Newly released packages are by Dennis Day, Ray Heatherton, David Wayne, Jimmy Nelson and the Cricketon Chorus and ork. Two other specialized sets have been out with birthdays and Christmas.

Challenge Ups Mel Bly

HOLLYWOOD — Mel Bly, Challenge Records' chief executive, last week was promoted to director of national promotion for the label. He hits the road immediately to concentrate on Challenge's current chart-climbers. Jerry Wallace's "Primrose Lane" and Jerry Fuller's "Betty, Me and Andy."

Bly was with the Coral Records' Coast branch's sales department before joining Challenge.

Challenge's new outside beating the drum for Challenge's stock, Jackpot.

Riverside's 'Lucky 7th'

NEW YORK — Riverside Records, now observing its Seventh Anniversary, is announcing its fall promotion on a "Lucky Seventh" sale, under which customers who purchase any album in the catalog at the regular list price of \$4.98 or \$5.98 (for mono or stereo) get a second album of their choice for 99 cents.

Customers will get the regular 38 per cent markup on both disks, with a dealer price of 67 cents for the premium item. The label expects a \$500,000 gross on the promotion plan. New sets in the Riverside release include Billy Taylor's new album for four disc packages by Thelma Houston and Chet Baker.

Everest Cuts Pop Stereo \$1

NEW YORK — Everest Records has followed the lead of a number of other record firms and dropped the price of its pop stereo records from \$5.98 to \$4.98 list. The label's pop mono sets stay at \$3.98 and the label's mono classical sets at \$4.98. The four disc stereo classicals remaining at \$5.98.

PLAYBOYS JUBILANT

245G Jazz Bash Gross Earmarks Profit Edge

CHICAGO — The five-performance Playboy Jazz Festival at the Chicago Stadium racked up an amazing \$245,680 gross, including a net which was undoubtedly an all-time record for any bash yet. Joe Lovences III, promotional director of the mag, told The Billboard that Playboy's sale, which includes a portion of the first night's gate which had been pre-sold to the Chicago Urban League, amounted to \$194,080. "It looks like we'll make a couple thousand unless some unexpected expense comes up," he said.

Lowences pointed out that 30,000 copies of the official program were completely sold out at 50 cents each for the package was sold. It established a record program sale for the highest of all Chicago audio-salas. He said that the talent put for the package was the biggest budget yet at \$86,000. Biggest take for the indoor jazz

fete was Friday night (7), when the Urban League scaled the house from \$25 top down, with 19,010 paying \$101,476 in admissions. Saturday night, 17,673. Playboy sprints included: Saturday afternoon, 5,024; Saturday night, 22,029; Sunday afternoon, 6,333; and Sunday night, 17,673. Playboy scaled the house from \$5.50 to \$1.50.

While Playboy's show schedule calls for each night to feature four and one-half hours, every performance ran an hour over. Crowds were amazingly quiet, with a relatively stage in the center of the huge auditorium, effective lighting and a splendid p.a. system by Allied Radio bringing the concert even into the upper left of the second balcony.

Talent came as announced, except for a last minute cancella-

(Continued on page 16)

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DECREE QUESTIONS CONTINUE FOR JD

• Continued from page 1

will base on a direct ratio between performance and value in ASCAP revenue. Under present conditions, the qualifying song gets a full "use" credit as a theme, and each use credit is multiplied by the number of network stations on which it is played, to determine performance credits. If played on 100 stations, it gets 100 performance credits.

When the new survey applies economic multipliers to each "use" credit, or fraction thereof, the station's value to ASCAP enters into the picture. For example, if a song with one use credit gets network play on 50 stations, it does not arbitrarily get twice as much for play on 100 stations. The smaller revenue-value of the smaller outlying stations would pull the multiplier down to something like .75. (This example shows only method, and is not intended to estimate what an actual multiplier on TV network use will be under the survey.)

In another example, if one big station brings twice the revenue of another smaller station, into ASCAP royalties, the scientific multiplier would not permit the little station to equal performance award on the big one, even if the smaller station plays all ASCAP songs.

Justice agrees that it is very vital to have the economic multipliers—

together with the sampling multipliers determining the probable number of plays—properly admin-

istered. The proposed decree terms "would make the survey requirements so clear that violation would be apparent," Justice points out.

Continuous Check Up

Answering the surveillance question, Justice says decree requires that an impartially chosen expert keep a "continuous" watch over the way it is run. "This does not necessarily mean that he will be found daily in an ASCAP office," but it does mean that there will be gap in the umpiring during the 10-month period before any appeal can be taken against the survey.

On the rough question of whether distribution would still be "juggled" by an ASCAP board, Justice spokesmen say: "Under the proposed terms, anyone juggling the figures would be clearly in contempt of court—and it would not be a matter of questionable judgment."

What if management simply decided to ignore the decree terms which some members claim has been done under the 1950 decree. "No law can in itself force anyone to act in good faith," say Justice attorneys. "The first step is to set up a law, then catch those in violation. The Justice Department has not the funds or the personnel or the knowledge for a continuous job of overseeing the music business."

The only alternative Justice points out to having ASCAP operate itself under a consent decree, would be to have Congress set up a special agency to take charge, among the lines of the Federal Power Commission, or the Federal Trade Commission. One top-ranker in the Antitrust Division would frankly like to see the problem handled by government here, as it is done in foreign countries.

RCA to Make Chrysler Auto Record Player

• Continued from page 1

The new unit will be made available at an optional extra price, which a company spokesman said had not yet been determined. Whether or not a stereo set-up would also be available could not be learned at this time. It is known, however, that Chrysler will be viewing the introduction of the models in two lines of cars as a test. If the unit goes over, it might be made applicable later in the year to Chrysler, Imperial and Dodge cars as well.

The development of the unit had been carried on in an atmosphere of top secrecy. Full details will not be made known to the trade until a press preview at the Chrysler Corporation's annual National News Conference, to be held in mid-September at the Hotel Americana in Miami Beach, Fla.

UA Lists 10 LP's for Aug.

NEW YORK — United Artists will release 10 LP's in stereo and mono during August. Included will be pop, jazz, specialty and folk releases.

The label also plans in the near future to sharply increase its output of sound track albums. Future sound track LP's will include the scores of "Solomon and Sheba," "Odds Against Tomorrow," clefted by John Lewis and performed by Fugitive Kind and a score for "The Unforgiven," written by Academy Award winner, Dimitri Tiomkin.

HOT 100 ADDS 10

NEW YORK—Ten new sides appear for the first time on this week's Hot 100 Chart. These are:

- 86. (TH) I Kissed You—The Everly Brothers, Cadence
- 78. Mary Lou—Ronnie Hawkins, Roulette
- 82. Morgan—Ivo Robic, Laurie
- 85. Primrose Lane—Jerry Wallace, Challenge
- 90. Mau-Mau—The Waiters, Golden Crest
- 85. The Angels Listened In—The Crests, Coed
- 97. Smile—Tony Bennett, Columbia
- 98. If You Love Me—La Vern Baker, Atlantic
- 99. A Girl's Work Is Never Done—The Chordettes, Cadence
- 100. Sal's Got a Sugar Lip—Johnny Horton, Columbia

Seeco Issues 14 New Sets

NEW YORK — Seeco Records has issued 14 new packages, seven of them available in both mono and stereo form. The fall release, one of the largest in the company's history, contains both pop and Latin directed product.

Highlight sets include a package of songs by thrash Joyce Carr; "Irving Berlin Goes Latin," with Joe Cain; "La Plata Swings Again"; "The Singing Guizars," featuring Tito Guizar and daughter Lilia; "Folk Songs of Spain," and "Cha Cha Carnival in Cuba," with Benny Bennett's Latin band. The Guizar, La Plata and Berlin sets are all available in stereo and mono form.

Mono-stereo sets aimed especially at Latin areas are by Celia Cruz, the Rubies, Caesar Conception and Carlos Argentino.

Carlton Sets New Subsid

NEW YORK—Carlton Records has formed a new subsid, Guaranteed Records. The new label will function independently of the parent label.

A separate distribution chain has

Fitzgerald Sun Mgr.

MEMPHIS—Bill Fitzgerald has been named general manager of all music enterprises of Sam Phillips' Sun Records operation here. Fitzgerald had been with Music Sales Distributors here before moving to Sun. He will be in charge of administration of the entire operation which includes Sun and Phillips International labels, Hi-Lo and Knott Music (BMI) and Jerry Music (ASCAP) as well as other publishing firms. Phillips intends to devote considerably more time to a.s.r. and production functions in the future.

Hot Artists

• Continued from page 1

the other reason is the continuing importance of the album market. Even if, as often happens, the big guarantee artist cooks on singles, his album sales will probably hold up. And you can put out two or three albums per year with a hot artist—and even then that you can recoup his singles and they will sell all over again.

been established, and additional personnel will direct the activities of the new label.

7 OUT OF 10
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Hammill—K.O.
Guy Lombardo—Decca
Mills Bros.—Decca
Dino Roquemore—Gryphon
Fred Werling—Capitol

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SOUTH-OF-THE-BORDER CAT

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NEW YORK — An invitation to American diskeries and record artists to move into the Mexican scene has been extended here by one of the leading Mexican juke box manufacturers and record distributors, Casa Riojias of Mexico City.

On a brief stopover here on a business trip to the States, Jose Riojias, an exec of the Mexico City based firm, stated that American record companies should send promotion programming disks to all Mexican radio stations. Earlier, Frederick Riojias, brother of Jose and a partner in the firm, had attended the same event when he attended the recent M-G-M Records con. milop in Nassau, Bahamas.

The point was expressed that such a move could help the whole Mexican record business. As it is now, less than 50 per cent of disk purchases in Mexico are of U. S. hits. That's because people just don't hear them since U. S. stations do not penetrate deeply into Mexico. Along border areas, where U. S. outlets can be heard and where even some Mexican stations program the U. S. material, especially hillbilly disks, sales of the English language records are considerably higher than for the balance of the country. Box programming in these areas, too, reflects this tendency.

In some cases, American hits are remade in Span'ish language versions, according to Jose Riojias, and do quite well. An example of this was a version of "The March From the Bridge on the River Kwai."

Riojias pointed out that all the American majors, Columbia, Victor, Capitol and Decca maintain outlets and various facilities in the Mexican market but that they fail

to exploit the market by radio programming. He also indicated that his own firm is the Mexican distributor for M-G-M, UA, Fantasy, Design, Crown and Janna labels. He added that M-G-M prexy Arnold Maxin, was soon expected in the Mexican capital to cut a Spanish language version, using Mexican artists, of "Gigi."

Still on the record scene, Riojias said that his company, which manufactures Wurlitzer juke boxes under a licensing agreement (see separate story, Coin Machine department), has just opened its own label, Coro Records, which will shortly hit the market, thru the firm's 16-owned distribution points thru-out the nation. This move was prompted because of (1) the company's faith in the record market there, and (2) because of the need for diversification in the increasingly competitive juke box field in Mexico.

Riojias also pointed out that traveling troupes of American artists, pop and jazz, such as are frequently seen and heard in Europe and Canada, could do a good turn for the United States south of the border. There is very little attempt to develop this activity, he said, despite the fact that many American artists recently have journeyed to South America and even as far away as Australia. He made his point clear by disclosing that Japan, Germany and Italy have sent displays and exhibits to Mexico, whereas the United States has not gone into this field. The Russian exhibit, now at New York's Coliseum, will be taken to Mexico City at the conclusion of its Manhattan run, he said. "Send us just a few music attractions and the Mexicans will give them a great reception," he added.

ROOSEVELT BOWS
TO JULE STYNE

WASHINGTON — Composer + producer Jule Styne made the Congressional Record last week, when Rep. James Roosevelt (D., Calif.) paid tribute to the famous music man on his 25th year in show business.

Styne was praised for his multiple contributions to the entertainment world, including hundreds of pop tunes, scores for ballets, movies and Broadway musicals, including "Bells Are Ringing" and "Gypsy," plus production of theater hits, "Mr. Wonderful," the award-winning "Pal Joey," and others.

Some of the Styne peripherals listed in the warm tribute were: "I Don't Want to Walk Without You, Baby," "Three Coins in the Fountain," "I Still Get Jealous," "Just in Time," and "I'll Walk Alone."

12 Wynne LP's
In September

NEW YORK—Wynne Records will issue 12 new albums in September. All will be available on both monaural and stereo according to Sid Pastner, head of the label. Label is offering dealers a special deal on the new releases of two LP's free for every 10 purchased. Distributor salesmen and distributors will get an extra bonus for extra sales.

Among the new releases on Wynne are a new album by Ted Weems, another by Duke Ellington All Stars led by Cat Anderson, an album with Frank Yerna, and another with Rita Moreno.

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Scrambled Bookings Fail to Show Copenhagen's Tivoli

By TED WOLFRAM

COPENHAGEN — While practically all of the "name" recording stars who were expected to appear at the "Tivoli Variete," and at other top vaude houses in Scandinavia, this summer, have failed to show up — largely thru fault of booking agencies in London and New York, Tivoli, itself, is doing exceedingly well, musically, in its big Concert Hall.

Evidently a hastily-arranged deal was made late in July for two "shows" to be presented on Friday (7) night in Tivoli's 2,000-capacity Concert Hall by Victor Borge and the Danish National Radio Symphony Orchestra.

Borge has been vacationing at his country estate in Denmark, and apparently has made no other arrangements for appearances in Scandinavia, with the exception of a concert, or show, at the Concert House in Stockholm, on September 9. The Stockholm date is being handled by Bengt J. Sterner, who is — or fairly recently, was — connected with "Liseberg" amusement park, in Gothenburg, Sweden. Only info in re Stockholm date is that Borge's salary is "understood" to be above 20,000 Swedish "crowns" — approximately \$3,750.

On Saturday (1) — actually, Sunday (2) — Tivoli Concert Hall was taken over for a big midnight "jubilee" show, put on by the "pirate" commercial radio station, Radio Merkur, which has been sending commercial radio programs from a ship moored in "international" water between Denmark and Sweden — much to the annoyance of both countries — for an entire year. Fourteen recording and/or radio-TV stars were presented, with "commercial" paid for by various firms. Show was sold

out in advance and was rated excellent, but too long. The commercials did not please the news scribes.

The London and New York bookers, who were supposed to supply Scandinavia's top vaude houses with top-class "names," this summer, may have done these houses a good turn as not only have most of these spots found fairly satisfactory substitutes, thru other agents, but Tivoli Concert Hall has presented a large number of American, Danish, Norwegian and Swedish operaingers, most of whom not only had good voices but were young, had personality and also could sing modern songs of pop type, such as Gershwin and Cole Porter tunes. Any of these singers could click solidly in the Scandinavian vaude spot.

A somewhat freakish result of this season's scrambled booking is that the Casino Non-Stop Show, in Oslo — which is in one of the smaller houses, and has a shorter season — has an August bill that, to a large extent, is of the type desired. On it are Sonny Day, the young American pianist; Jack Dailey, American vocalist; Lon Purdy, American eccentric; Desmond Lane, English clarinet virtuoso; Dorothy Neal and Paul Newton, English strip and plastic pose; Elaine Dana, nifty French poster; Umberto Marcato, Italian crooner; Gil and Freddy Lavedo, German acro-comics; and Pertman Trio, comedy, music and dance. Apparently only Scandinavians on bill are the musikers of Karl Westby's pit band.

In re bookings in Stockholm, Greta Lund Tivoli's booker, Mrs. Adolfs, has "scooped" the foreign bookers by bringing in Jack White for a July 20-30 engagement in that park.

Readying New C.&W. Show For Houston

HOUSTON — A new country-and-western type attraction, "The Town & Country Show," makes its debut at City Auditorium here September 12, featuring a cast of regulars plus guest stars Ferlin Husky and Charlie Walker. The unit will appear at the local auditorium once a month but beginning with the new year will appear as a weekly feature on Station KTRH, local 50,000-watt.

Don J. Mechura is producer of the new seg, which will carry as regulars Snulin' Jerry Jericho, Larry Butler, Adrian Roland, James Jeter, Teddy Doyle, Dave Edge, Bobby Whitton, Kenny Everett, Nita Lynn, Jimmy Parrish, Danny Ross, Utah Carl, and comedian Big Tiny Smith. Bob Everson, of KRCT; Babe Frisch, of KTRH, and Hal Harris will handle emcee chores. Special guests will be imported for each showing.

Mechura has begun promotion on the new show among the various chambers of commerce and some 60 newspapers within a 250-mile radius of Houston.

7 MORE JOIN LABEL PARADE

NEW YORK — Seven new labels joined the label parade during the last few days. Here are the names and addresses of the newcomers:

Don-Me Records, care of Grande Records, 8 Carter Place, Webster, Mass.; Rinehart Records, care of USACD, 9218 N. Parkside Ave., Morton Grove, Ill.; Jaro Records, care of Top Rank Records, 729 7th Ave., New York; Kalla Records, 713 Tri-State Place, Cincinnati 6; Rindy Records, 415 Rosita Place, Chicago 14; Teen Records, 1000 W. Belmont, Honolulu, Hawaiian Records, 125 Taylor St., Jackson, Tenn.

A practical day-to-day guide

to retail phono
promotion,
advertising and
sales



The Billboard's
September 14

PHONOGRAPH DIRECTORY ISSUE

THE THEME:

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"NIGHT AND DAY"
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Wein Flies All Stars to Midwest Bash

BOSTON — A real swinging airliner left Logan International Airport this week (14) for Detroit with Jazz Impresario George Wein and the Newport Festival All Stars. The jazzmen were off to the Detroit Jazz Festival (15), rehearsing as they flew.

Wein will bring the All Stars back to Boston in time for the Boston Jazz Festival, which opens at nights (21, 22, 23) under the sponsorship of the Sheraton Hotels, in association with Wein.

In the All Stars group are Buck Clayton, Vic Dickenson, Pee Wee Russell, Bud Freeman, Buzzy Drootin, Champ Jones and Wein at the piano. They had previously appeared at Storyville on Cape Cod.

A top singing group also has been added to the Boston event with the signing of Lambert, Hendricks and Ross for an appearance the third night of the festival.

Giving Jazz a boost in Boston also this week was the proclamation of Gov. Foster Furcolo naming August 17 to 23 "Jazz Festival Week." The governor said it was "in appreciation of the interest exhibited by the citizens of the Commonwealth of Massachusetts in this representative form of American music."

Officials of the festival have announced that a special handstand has been constructed near the Fenway first base area, with superior acoustics being installed. An audience of more than 11,000 will be in perfect range of the performance, they said.

Williams Show Plugs Albums

NEW YORK — The Andy Williams Show, one of the hot new musical shows of the season, which is on every Tuesday over CBS-TV, is featuring new albums, and best-selling albums on a big segment of the one-hour clankable LP feature is the idea of producer Perry Lafferty and according to reports it has gone over solidly.

On this coming show (Tuesday, August 18), 10 albums will be featured, with parts of two of them, "You Can Hear It Now" and "Pardon My Bopper" (Vol. 6), used on the show. Rest of the albums are displayed in order to fit in with the script. This section of the show is called "The Big Wide Wonderful World of LP's."

WABC Sets New Format

NEW YORK — WABC Radio in New York is instituting a new daytime music policy called "The Greatest Sounds of All Times" this week. New music policy is the brainchild of Ben Hoberman, general manager of the station. According to Hoberman, new format will not be the top 40, but will be a "well balanced program of music... and will feature the best tunes of all time." Programs will consist of the best of Broadway, the best of the golden records, the best of the top 40, etc.

The deejays participating in the new programs will be Al Lohman, Jr., Alvin Block and Fred Robbins. Lohman is a new addition to the staff, heard every day from 6:00 a.m. to 9:00 a.m. He comes to the station from Dallas, where his comic interpolations built him a large following in the Southwest.

S-F Expects Deluge on Phono Deal

NEW YORK — Stereo-Fidelity's full page ad in Life magazine advertising a free stereo Webcor Phono with the purchase of 10 Stereo-Fidelity disks, breaks this week. In preparation for the event, Stereo-Fidelity has already placed phones in 5,300 stores, according to sales chief Joe Martin. Firm purchased 20,000 phones on its original order and all of these are in the shops.

According to Martin, Stereo-Fidelity has ordered and shipped to distributors an additional 10,000 machines. Label will have more advertising on the phono giveaway in the forthcoming Esquire, Playboy and High Fidelity magazines. Martin told The Billboard that the label's new LP's released three weeks ago are going "very well, with three plants, besides Stereo-Fidelity's own, pressing them."

Hot Grosses For Waring

SPRINGFIELD, Ill. — The Fred Waring ensemble of 47 trouper arrived here to appear at the Illinois State Fair after full house dates in Evansville, Ind., and Minneapolis last week.

Waring, starting his 42d year as a bandleader and maestro, led his group into the 6,000-seat Evansville Auditorium for two capacity house shows. Later, at the 15,000-seater Bloomington Stadium in Minneapolis, the "Music Under the Stars" package filled the house again for a gross of \$30,000 on the one-nighter.

POLITICOS GET REAL GONE ON LE JAZZ HOT

NEW YORK — Everybody's getting into the jazz act, including the politicians. This week, in case you didn't know it, is "Jazz Week" in New York City by order of Mayor Wagner, and is "Jazz Festival Week" in Boston by order of Governor Furcolo of Massachusetts.

The New York salute was ordered to celebrate the Randall's Island Jazz Festival, which will take place in the open air on Randall's Island this coming weekend, August 21, 22 and 23. Frank Gellman is producer of this clam-bake. The Boston salute is for the First Annual Boston Jazz Festival which will be held at Fenway Park on the same weekend. The co-producers of this festival are the energetic George Wein and the Sheraton Hotel chain.

Am-Par Debts Seven-Inch LP

NEW YORK — ABC-Paramount has issued its first seven-inch 33 r.p.m. single. The sides are "Call the Tribe" a cantata by Willard Robison and "Peaceful Valley," also a Robison composition. The selections were recorded by the Charles Naylor Chorale.

Back of the jacket features the lyrics to the cantata. The diskery is now the second to enter the seven-inch LP field. Columbia released its first LP single a few weeks ago.

Midwest Chain Expands Disk Discount Field

CHICAGO — A successful experiment in "selling records at under list price" has caused Benjamin Allen & Company, a wing of the John Plain Company, veteran catalog house, to project full record and phonograph-tape recorder inventories for eight more Andrew Flagg general merchandise retail outlets contemplated by mid-1960. Robert Calvin, general manager, stated that the initial outlet in Village Green shopping center, Park Ridge, Ill., has his firm blueprinting eight self-service non-food general merchandise "super-mart" type operations for Chicago suburban areas. Chain of discount record and phonograph-tape recorder departments would be Midwest's first operation a la Korvette and other Eastern retail chains. Within 90 days, Andrew Flagg stores will open stores in Oaklawn, Arlington Heights, LaGrange and Northbrook, while other outlets in shopping centers will be erected in South Holland, Villa Park, Woodstock and Waukegan.

Andrew Flagg retail policy differs from other discounters in that the initial store self-stocked its discounting and stressed self-service, cash-and-carry policy. The shoppers are provided with carts in which to purchase. Each item is fully displayed with a tag attached showing self and Flagg's price. Tom Harris is record buyer for the Flagg chain.








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IN CANADA • LONDON RECORDS, Ltd.

Distoff Dealer Shows How to Bring in Men

NEW ORLEANS—Careful analysis of the market, a wide selection of merchandise, and a distinct flair for the unusual in promotions are the principal ingredients in a success formula which has been used to build Music Shop, Inc. here from scratch to one of the South's top stereo hi-fi outlets in the listed span of four years.

The firm, under the direction of general manager Nancy Jones, is doing a six-figure volume of business annually, handling only records, phonographs and components without price-cutting, premiums or other bonus inducements. Records sales account for approximately 50 per cent of the shop's total volume; components and phonographs make up the balance. Quality equipment items and classical records are featured.

Studying sales slips, charge accounts and customer reaction in the shop almost from the day it opened, Mrs. Jones soon came to the conclusion that men are the biggest buyers of classical music.

Sells the Men

"Women customers usually buy maybe a single record, or perhaps a single album, at a time. But it isn't unusual for a man to purchase and purchase \$100 to \$150 worth of records on one order. They're by far the biggest buyers of components, too," she says.

"When you stop to think about it, this is only natural. Down thru history, the composers, musicians and artists have been men. This is the only country in the world where men have been ashamed to

display a love of good music, and I think that American men have now just about gotten over the idea that a music-lover is a sissy."

Putting this theory to test not long ago, she ran a quarter-page ad on three opera albums in the sports section of one of the local daily newspapers. It resulted in over \$500 worth of orders for records by telephone. Music Shop ads running on the financial pages have been equally effective.

Hits Male Audience

A sample of promotions which have made Music Shop a front runner in the stereo hi-fi field was staged late in May, when "My Fair Lady" was introduced in several stores. Mrs. Jones, recalling that the Acon scene was one of the high points of the show, promptly contacted Jefferson Downs near track in suburban Jefferson Parish and induced the management to designate the evening of May 22 as "My Fair Lady" night. In addition

(Continued on page 16)

S. F. Is Great Record Town, Survey Shows

SAN FRANCISCO — There's more record playing per capita going on here than in any other part of the United States. The proof lies in a survey undertaken by Jensen Industries, of Forest Park, Ill., manufacturer of Jensen needles.

According to prey Karl Jensen, the conclusion all came about when his statisticians noted that San Franciscans wear out phonograph records at a higher rate than record fans in any other city. "We wanted to make sure the reason was not a metallic flaw or a production goof. Quality control we checked out 100 per cent so we looked elsewhere," said Jensen.

Checking record sales, we discovered that in terms of per capita output, San Francisco spends more for music than any other city. It's not only that people in San Francisco buy more records, they play them more often and replace needles more often. They seem to be more conscious of music quality.

"Among the biggest buyers of records and needles are the beatniks. The beat generation are listeners rather than players. Sound intrigues them and unless they keep up the latest latest in sound, they wouldn't be 'in with it'. The beatniks do their homework (with records) to keep out of 'Squaresville' as they put it."

Even serious music lovers follow the beatnik trend and give more of a hearing to classical music, critics, according to the report. "Such contemporary composers as Milhaud and Hindemith with their use of the 12-tone system are better played in the bay area," the report also showed.

Fisher Shows Stereo Tuner Control Combo

NEW YORK — Fisher Radio Corporation is putting out a new AM-FM tuner, plus complete audio control center on one integrated chassis.

Called the model 100-T, the unit can be placed anywhere within 15 feet of the power supply for optimum performance. Record players or tape decks can be connected for any type of program material. Unit also accepts the Fisher MPX-20 Multiplex Adaptor for stereo FM reception.

The unit has all kinds of knobs and controls to give it ultimate flexibility. FM and AM can be used separately or together for AM-FM stereo. A matched pair of germanium diodes and 16 tubes are used.

Front panel is of brushed brass. Unit is less than five inches high, 14 inches deep and 15½ inches wide. It weighs 18 pounds and is tagged at \$249.50.



New V-M portable Model 314 is now being shown to distributors at salesmen meetings going on through the country. One of the leaders in the new V-M line, the unit weighs only 19 pounds.

SHURE SENDS 'SAMPLE' ROLLS TO DISTRIBUTORS

NEW YORK — As a reminder to their distributors that the Shure Rolla Reels consumer contest is under way, the Evanston, Ill., cartridge manufacturer is sending out "sample" Rolla Reels to them.

The "samples," it should be emphasized, are "matchbox miniatures" of the \$13,995 Silver Cloud which goes to the person who listens to a Shure Stereo Dynamic cartridge at a hi-fi shop and completes the sentence: "I like Shure High Fidelity Stereo Cartridges because..."

With the sample Rolla Reels to the distributors goes the reminder that: "Whether your Shure cartridge sales will be miniature or the real thing is your decision."

MATHES PHONOS

Store Sets Hot Pace in Big-Ticket

NEW YORK — Two big-ticket, complete, home entertainment units a day are breaking previous records for Foley Bros. Department Store in Houston, Tex. The units, produced for Foley's by Mathes, are tagged at \$199.95 and described in half page ads in the News-Tex as "a dramatic unit of majestic proportions, richly finished in mellow, oiled walnut."

As shown in the ad, the Mathes units combine a six-foot wide stereo phono, surmounted by a bookshelf unit that gives it an overall height of six feet, two inches. The center section of the bookshelf unit accommodates a 21-inch TV. The furniture is available in two finishes: French Provincial cherry and Early American maple.

The store advertises "free home demonstration or special night demonstration of the store, by appointment." "Time payment terms" figure prominently in the ad.

There's also a somewhat hither to include in the copy by the brothers Foley.

"Plus \$16.05 tax," the copy reads with the following addition: "Tax will be higher than \$16.05, depending on Texas legislation."

Radio's Hot, Study Shows

NEW YORK — Radio is more in use than ever before, according to figures released this week on out-of-home listening by the Radio Advertising Bureau, Inc.

Four out of 10 groups at beaches, parks and picnic grounds have portable radios with them, for example. Better than 75 per cent of the radios were turned on at the time of surveying. The average number of people per group of listeners was 4.2.

The new RAB report is especially significant in view of a recent report issued by Sindlinger & Company, Inc., indicating that for three consecutive weeks in July, daily radio listenership surpassed TV viewing.

RAB cited the growing number of transistor portables in use as one reason for the sizable amount of outdoor listening. Nearly 4.4 million pocket-size transistor sets were sold in the United States last year, a figure which includes 1.8 million Japanese-made sets.

Audio Feedback

By RALPH FREAS

LONG-TERM PHILCO PLAN

What's all about Philco seeking phono-record dealer distribution thru M-G-M Records distributors? "Simple," said Jack Kane, Philco manager of market development—electronics, "we figure there are about 9,000 important dealers we're not reaching thru other distribution and we figure we ought to have them."

According to Kane, Philco has been planning just this kind of move for the past three years. The phono-record dealer set-up was examined and then they went after "the most aggressive independent disk firm we could find" to distribute the Philco product in this market.

TEST MARKETS FIRST

Altho Philco had tested sales possibilities for their products thru the M-G-M New York distributor, the firm didn't know how M-G-M field sales people would react to the plan. They presented it to the salespeople at their big meeting recently in Nassau, B.W.I.

"The reaction of the M-G-M sales people was so strong at the meeting," Kane told The Billboard, "that we gained plenty of confidence to go full steam ahead."

How did the sales people in New York make out? we wanted to know.

"Well, in the first place, it was a test, a highly successful one." The salesmen were given tapes to order and write record orders. We asked them to check key accounts to see how they reacted. How much did they actually sell? I don't know. I do know they sold merchandise."

RADIOS IMPORTANT

One aspect of the Philco move which might surprise the trade is the fact that, while they are interested in phono-graph sales, they expect to move more radios than phonos.

"We have one of the hottest radio lines in the business," Kane said. "Some people consider us the hottest." We fully expect that the M-G-M distributors will surprise themselves at the rate with which they move these radios."

He pointed out that Philco has six phono models in the price range which is available to the M-G-M distributors. The radio line, on the other hand, is four times that large. The ranges in price from \$19.95 to \$89.95, it includes seven table radios, five regular clock radios, two transistor clock radios and nine all-transistor, battery-powered portables.

Kane was insistent on the point that he did not expect all M-G-M distributors to be ready to accept Philco's deal.

"We're not pushing," he said. "We want those distributors to review our program and to be certain that we know what they're doing before they sign any deal with us. Furthermore, we don't want them to expand their sales forces because they feel we offer them a good deal. We want them to work with the people they have; we want them to crawl before they walk."

ENLARGING DISTRIBUTION PATTERN

Philco has, heretofore, concentrated in TV-Appliance outlets, Kane explained. A great many radios are sold in more than 8,000 disk outlets around the country, however, so he expects that the M-G-M deal is a logical area for expanding distribution of their own product.

"Most of these distributors have never handled a radio line before," Kane said, "and almost all of them have certainly never carried a full line. It's going to take time for them to become used to the idea. When we feel they're ready for it, we'll give them some of our phono furniture models—hey-ond \$139."

What about TV? We wanted to know. Would the M-G-M distributor handle the low-end models?

"Our least expensive," Kane said, "retails for \$179. We haven't included any in this franchise and don't know whether we will in the future or not. It's a little premature to be talking about it."

DISTRIBUTORS ARE STURDY

According to Kane, many of M-G-M's distributors—there are 32 of them—are well-capitalized and will not have to renege to handle the Philco deal.

"I think that the M-G-M distributors are going to be very much surprised at the quick acceptance they find for our product when they call on dealers," he said.

Another big "plus" in the deal as far as Philco is concerned is the joint promotion: both the electronics firm and the diskery can undertake. Philco ads will feature M-G-M records. M-G-M ads will spotlight Philco radios and phonos. This is basic.

"Over and above the interchange of 'mention' in ads," Kane said, "we're doing some real top-level promotion work. They'll be announced to the trade in the very near future."



“SMILE”

TONY BENNETT

The hit theme from “Modern Times”...a grand old ballad with an unbeatable new twist—“SMILE”—sung by the sensational Tony Bennett (who’ll be appearing weekly on “Perry Presents” through Sept. 5).

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b/w “YOU CAN’T LOVE ‘EM ALL” 4-41434

COLUMBIA  **RECORDS**

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Distaff Dealer Shows 'Em How

Continued from page 14

tion, the feature race was called the "My Fair Lady" handicap. She offered a Columbia stereophonic phonograph as an added prize to the owner of the winning horse and a stereo portable phonograph to the winning jockey of the feature race.

She ran newspaper ads and radio spots urging the public to attend the races that evening, and inviting them to come to the Music Shop to register for the drawing, the winner of which will be the guest of the Music Shop at dinner and later at the race track. The winner of the drawing would also present the trophy to the owner of the featured handicap winner.

Jefferson Downs co-operated by promoting "My Fair Lady" night in its own advertising. In addition, the story made the pages of the Daily Racing Form. The promotion attracted many new customers to the Shop and, as a result, sales of the "My Fair Lady" album, in stereo, were approximately five

times greater than those of the average newly introduced album.

Know Their Wants

Another successful promotion was a week-long Stereophonic Spectacular. This was staged last year over radio station WDSU, New Orleans, in co-operation with London Records. The daily programs consisted of three hours of remote stereophonic broadcasts from the Shop. The public was invited to attend all the broadcasts. Capacity audiences resulted from radio and newspaper advertisements, a press review and pretty models wearing sandwich boards plugging the event.

"All our advertising and promotion," says Mrs. Jones, "is aimed at letting people know we sell records, phones and components, and getting them to come into the shop, if possible. Once here, we try to convince them that we know our business, understand their wants, have a wide selection to choose from, and are anxious to give them specialized, personal service."

WHITE GOODS TO M-G-M DISTRIBUTORS? NO! PHILCO

NEW YORK — The Philco Corporation vigorously denied today (14) that they have any intention of moving white goods and heavy appliances thru M-G-M distributors, as reported in The Billboard, August 10.

The Billboard story stated that this situation could develop in the future "if, and when," that is to say, if the distributors could finance such an undertaking and when they would be capable of entering what is, to them, a completely different business. Philco stated that even this qualification does not apply and they have absolutely no intention of sending white goods and other appliances thru M-G-M distributors.

For other comments on the Philco-M-G-M tie, see Audio Feedback column in this section.

Distribs Testing Truck Service

Continued from page 4

that the firm intends to use the trucks as an experiment to deliver records to areas where overnight service from the distributor is not possible.

Mel Herman of Whirling Disc Distributors and State Distributing, Cincinnati, has two Volkswagens out peddling thru his normal Cincinnati area, in addition to two salesmen who work normally with cars and motorcycles. The third salesman, his brother, Mel, who supervises the operation of Dutch's One Stop, Indianapolis, which they bought 90 days ago, has introduced one truck, operating for the one-stop "only" in the State of Indiana, except north of Fort Wayne. Mel is also owner of Whirling Disc of Indiana and Indiana State Distributors, Indianapolis, both of which operations it is expected using trucks currently, he said.

George Freeman of Northern

One-Stop, Cleveland, now is using three trucks out of Cleveland and one out of Columbus. He instituted the truck service about four months ago, with Merle Davis in charge.

Of all the trucks out thus far, only the Northern One-Stop trucks are equipped with mobile phones to their home base. Only Mobile Record Service has instituted its own cabinetry division, making the record inventory shelves within the truck. All other users of Volkswagens said they are buying cabinetry from outside firms to shelf inventory.

A-F Trains Guns

Continued from page 4

they may have previously thought too rich for their blood. And Fry evidently feels his material has enough uniqueness to keep these new customers buying when the price goes back up after August 31.

Top sellers from the A-F catalog during the early phase of the promotion have been "Brave Bulls," "Rome With Love," and the "Duke of Daiseland, Vol. 4," in that order. Mono-stereo ratio is running 65-35.

"We're doing great volume," Fry told The Billboard. "Our people are all working overtime into the early hours of the morning to fill orders."

Fox Foreign

Continued from page 3

of the Sam Fox firm. Fox also surveyed the foreign scene in an official capacity — as chairman of the international committee of the Music Publishers. Fox's report to MPA outlines the production of film to what he had accomplished in behalf of his own firm.

"Fox stated it was best to work out of England, with regard to supervision, accounting and delivery of material — and to set up companies in each of the chief publishing areas on the continent."

In partnership with Southern Music, Fox set up a tape library, titled Synchro Recorded Music Library, Ltd., headed up by Dennis Berry. The library feeds subs on the continent.

Sam Fox of London is headed by Peter Maurice and Keith Prowse who have consolidated. Sam Fox of London controls copyrights published prior to January 1, 1959.

Fred Fox also set up a new organization, Fox Music International, Ltd., in London, to handle publications since January 1, 1959. Latter one is headed by Allan Crawford, former managing director of Southern in London, with Eddie Standrong as professional manager. Fox International, Ltd., is divided into pop and educational divisions.

In all, Fox now has four operations in London, with continental subs.

Stereo Sales

Continued from page 3

June. During the height of the promotions, in April, stereo accounted for nearly 23 per cent of all LP sales. Before the promotions, stereo disks sold at a level of about 18 per cent.

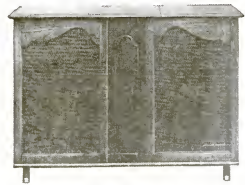
In actual numbers, the month of May and June each saw an average of approximately 500,000 stereo albums sold in retail stores. This compares with approximately 400,000 sold in January and again in February, and the approximately 600,000 sold in March and 700,000 sold during the promotions' height in April.

THANK YOU

Your response to our new component ensembles rewarded the efforts we expended to create a stereo high-fidelity console that reproduces music as faithfully as separate components.

What is even more encouraging is that the response has continued in the most sincere form of all—orders. So many, in fact, that most of our sales force postponed their vacations to care for customers. (No complaints have been registered.)

If you have not ordered as yet, we urgently suggest you get to it soon. You will want to have Stromberg-Carlson component ensembles in stock when our national consumer advertising breaks, and we do not want to disappoint you.



Again, thank you for your response, orders and enthusiastic comments.

"There is nothing finer than a Stromberg-Carlson"

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A DIVISION OF GENERAL DYNAMICS

3450 N. GOODMAN STREET • ROCHESTER 3, NEW YORK

CHALLENGE RECORDS'

HOT NEW WINNERS!

**"PRIMROSE
LANE"**

**"BETTY MY
ANGEL"**

**JERRY
WALLACE**

**JERRY
FULLER**

#59047

#59052

**WATCH 'EM BOTH
THEY'RE MOVING!**



CHALLENGE



Put Quality Over Price

• Continued from page 3

that natural economic laws would help to solve some of these issues. In one sense, the quality of product is serving a good purpose in that the public is given a tremendous chance to pick and choose and become knowledgeable. "The buyer is confronted with a wide selection. He keeps his records a long time—and he also buys for price alone is foolish," Walkerstein stated.

From the standpoint of the a.r. exec, the quantity of product is a challenge. This is true not only in the classical field, but also in pop; consumers are able to make real comparisons, to listen and judge.

Despite the fact that the quality of disks has greatly improved, the exec noted that much remains to be done—particularly in stereo manufacturing, technique and in achieving consistency in stereo recording techniques.

Consumer Awareness

This situation of growing consumer awareness represents a great challenge to a.d.r. men and manufacturers, and in the end will separate the men from the boys, in Walkerstein's view.

With regard to dealers, the exec stated that those who survive who do a competent job, who know how to buy and to merchandise. "When a dealer sells bad merchandise, it kicks back on him," Walkerstein pointed out. Recalling earlier years, he noted that when the record industry declined during the initial years of radio, the dealer structure deteriorated badly. "In 1932-'33 there were less than 50 legitimate dealers in the United States, and the bulk of their business was done thru the sale of imported records or records pressed and from masters made abroad," Walkerstein said this period represented the industry's lowest ebb. In the 1920's, records had reached a dollar volume of over \$1,000,000 with a quality of product vastly inferior to today's.

Walkerstein urged dealers to embark on imaginative and aggressive merchandising, using such slogans

as "Listen Before You Buy." A consumer who buys merely for price, without listening, is purchasing "an apparent bargain, not necessarily a real bargain," the exec pointed out. "The more educated a buyer becomes, the more he is likely to go to the record dealer."

With regard to activity at Everest, Walkerstein stated he would make many more records with Leopold Stokowski. Several trips to London are planned in September, October and January, to record the London Symphony. Walkerstein also indicated Everest would become more active in the singles field shortly, "but the purpose will not be to see how many records we can make each month."

Phillips Belts

Continued from page 3

nor the pressing rate, and copyright rates were fixed by statute. The only cost increase was a rise of a few dollars per musician at sessions, a minor fixed cost increase.

Perhaps a downward adjustment would now be a good thing, said Phillips, even though he is inclined to oppose it. But he urged that such a move not be taken hastily without a careful examination of the state of the industry jointly by the majors and leading indies, preferably thru the machinery of the Record Industry Association of America (RIAA) and the American Record Manufacturers and Distributors Association (ARMADA). Phillips is vice-president and one of the founders of ARMADA.

Phillips warned that if a price slash has the effect of driving out a great number indies, the majors will suffer as well. The majors, he

Top Invades Singles Field

• Continued from page 3

a dealer over the 90 per cent mark. A dealer who placed a \$100 order for a given single and returns 3 per cent will receive \$7 in cash for keeping 7 per cent over the 90 per cent mark. Tops is allowing the usual 40 per cent dealer markup.

Label will follow a regular releasing schedule of at least two singles per month. Tops singles will be packaged in sleeves bearing the artist's name and signature and will be called "The Autograph Series." Dealers will be furnished special boxes to hold the Tops singles.

Label will feature new talent for the most part with intention of building up its own roster of names. Initial single is Teddy Raubee, a rocker and blues shouter whose initial disk is aimed at the teenage market. "That's All I Ask," b/w "The Border." Lad has had professional appearance and was "discovered" by Tops prey Carl Doshay working in the firm's pressing plant.

Tops is seeking to stimulate its singles sales via intensive display campaigns. Disks are being furnished all major jockeys. In addition, Tops is sending out its recently acquired promotion—publicity chief George Sherlock (former deputy promotion man for Decca and Capitol) to introduce the line to the nation's spinners.

While Tops had taken a brief

pointed out, profited handsomely once they learned to produce the musical styles of rock and roll first generated by small labels. The industry has a heavy stake, he said, in protecting a robust competition on an artistic level, giving the "best horse a chance to win" so that the industry as a whole can respond to public taste.

fliter into the singles field several years ago, this marks the label's first organized move into this phase of the disk business. Its previous singles were close covers of best-selling patterns on other labels. This marks the first time the label's singles will be initiating new diskings and attempting to build its own talent.

Tops' entry into the singles field at this time is highlighted by several ironic overtones. Label was in the low-cost album field long before diskeries who were active in the singles field decided to launch low price packages of their own.

Now that a number of other firms have moved into its domain, Tops is invading the singles field. Furthermore, at a time when a cut singles price is being asked by various record companies, Tops, which was built on low-price sales, will adhere to the regular price line.

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The Billboard's
September 14

PHONOGRAPH DIRECTORY ISSUE

THE THEME:

Today's Phones—and how to sell them

FEATURING

DETAILED DIRECTORIES of current and coming phonographs by SPECIFIC PRICE CATEGORIES

PUS

a wealth of practical ideas and suggestions to help dealers make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

Logan Shows

• Continued from page 3

of a continued stalemate on attempt to resolve the battle between Logan and the Institute of High Fidelity Manufacturers, which also has scheduled upcoming shows for the same two cities.

A spokesman for MacIntosh explained the reasons for the company's decision in this way. "Logan's locations—the Cow Palace in San Francisco and the Pan Pacific Auditorium in Los Angeles, are certainly the best available. They're central, they have plenty of parking facilities and the proper plant to do the job right. We also feel that the dates of the Logan shows are better for our purposes."

The spokesman added that the MacIntosh decision was based purely on the reasons stated and was not to be taken as any sort of an anti-Institute stand. "If the Institute and Logan can get together and settle their dispute, that would be fine as far as we're concerned," he added.

Columbia Signs Brothers Four

NEW YORK — Columbia Records has signed a new group the Brothers Four. Signing was concluded by Irv Townsend, the firm's jazz album chief, who recently paced the Lambert-Hendricks-Ross group. The Brothers Four are from Seattle, and their names are John Paine, Richard Foley, Bob Flick and Michael Kirkland.

Watch for October in September
Watch for October in September
Watch for October in September
Watch for October in September

One in a Series of Industry Personality Statements



DORIS DAY

Columbia Records artist,
and motion picture star,
says . . .

*"Billboard
magazine
means a great
deal to me..."*

because I can always find a
complete and conclusive coverage
of the music business, which is
most important to my career.



The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY.

VOX BOX

By JUNE BUNDY

JAZZ 'N' JCKES: Al (Jazzbo) Collins, WINS, New York, Jack Lazure, WNEW, New York, Sid Marks, WHAT, Philadelphia, Tommy Reynolds, WOR, New York and Art Ford, WNTA, Newark, N. J., will be among those jockeys officiating at the Randall's (New York) Jazz Festival on August 21, 22 and 23. Symphony Sid of WEVD, New York will be the special master of ceremonies on Sunday (23) during an evening in which he will be honored for his work on behalf of jazz in America.

Phil Brooks, WKPA, New Kensington, Pa., writes to advise us of the formation of Jazz Horizons Unlimited. The club has been formed to foster the advancement of the art of jazz and to broaden the enjoyment of its followers. The club will make jazz LP's available to its members, make it financially feasible for members to attend various jazz festivals and concerts, offer reduced rates to jazz concerts held in the area; have Jazz Horizons parties with prominent jazz artists and furnish members with their own jazz publications.

SOUND OFF DEPT.: Bill Sullivan, WCHA, Chambersburg, Va., sounds off against plays of Eugene Church's current Class waving, "Miami." He mentions that after the way the promotion of that city would be "a sin against all jockeys everywhere." He adds, "Comments are not meant to be critical of the Church player."

Cecil R. Keels, WCCS, St. Charles, S. C., writes that he is badly in need of records. He gets the major labels, but not too many of the Indies.

CHANGE OF THEMES: David Yarnell has been pegged as the new publicity director of WCBS, New York. For the past five years, Yarnell has been associated with the Metropolitan Broadcasting Corporation where he held such posts as publicity director for WNEW, public relations director for the parent company (Metropolitan) and program manager of WNEW-TV.

Relax Stations increased their roster this week with the following additions: Tyler Stewart, former sales manager of KWKX, Abilene, Tex., is now the account exec at WLS, St. Louis; Dean Ingram is now a morning deejay on KBO, Dallas; Ed Lydon is also an account exec at WLS; Bud Coe has joined the Action Central News staff at WFL; Gerald Hirsch has also been added to the news staff at KBOX; Pat Shanahan is a staff announcer at WRIT, Milwaukee and John Borders is a staff announcer at KBOX.

Tony Graham has been appointed assistant program manager at KDKA, Pittsburgh. . . Fred H. Peterson Jr. has switched from WKRR, Oil City, Pa., to KRJC, Beaumont, Tex. . . Bill Quay has left KTBC-TV in Austin, Tex., to join WBMS, Uniontown, Pa., as an evening playlist spinner. . . Gordon Davis is the new general manager of WIND, Chicago.

THIS 'N' THAT: Bryce Bond, WNOB, Norfolk, Va., has stepped up his talents to include acting and directing. Bond is directing a staging of "Fire on the Snow." He will also serve as a narrator in the verse play, "WDGY's (Minneapolis-St. Paul) Dan Daniels is to soon wear Rosemary Babine. The bride-to-be is also employed by WDGY as secretary to the station's general manager. . . Ray Perkins has come out of retirement to helm a daily afternoon show on WTRL, Bradenton, Fla.

GIMMIX: Jim Tate, KISN, Portland, Ore., will attend the upcoming Oregon Centennial Exposition in Western clothing. Tate will live in a cage, suspended high above the Exposition grounds, and has vowed to come down until the one-millionth visitor passes thru the gates. Tate "KISN Fabulous Fifth Show" will be broadcast from the exposition grounds.

PROGRAMMING CHANGES: KSFL-FM, Dillib, Tex., is introducing a new listening concept. The outlet's dual multiplex format of stereo and mono stations to broadcast three separate and distinct FM signals at the same time, making possible the broadcasting of "true stereophonic" sound. Music will be reproduced from programmatic tapes of six to eight-hour length. The program has been engineered and recorded by a firm in New York. KSFL-FM holds an exclusive franchise for this on 10 counties in East Texas.

WRCA, New York, outlines the following details of its staff programming: Charles (Bud) Ford is now the station's music supervisor and will select the music to be featured. Staff directors Howard Bayha and Lee Jones will work under Ford. Draper Lewis will assist the music selection staff.

A special news feature broadcast by WNEW, New York (warning listeners to keep plastic bags away from children), brought in 2,000 requests for copies of the script. The broadcast, written and narrated by WNEW news director Martin Weldon, spotlighted an interview with the mother of a young victim.

Am-Par Bows On Drifters

NEW YORK — Atlantic Records has reached an amicable agreement with Atlantic-Paramount Records regarding the use of the name, the Drifters. ABC-Paramount had recently released "Loud, Loud," by the British artist, Cliff Richard. Label copy credited

the background vocal group on the side as the "Drifters." In deference to Atlantic, Am-Par has agreed to remove the labels, deleting the name the Drifters.

Atlantic's record of "There Goes My Baby," by the original Drifters, which is in number one position on The Billboard Hot 100 chart this week. The group, in which Clyde McPhatter was the original lead singer, has been passed to Atlantic since 1954.

ARTIST'S BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Caribbean' Hits For Mitchell Torok

"Caribbean" is biting for the second time for guitarist-composer Mitchell Torok. The 27-year-old Guyden Records artist was born in Houston. He's a graduate of Stephen F. Austin State College in Texas, and has a commercial art degree.

Torok started playing guitar at 16, and began writing songs a year later. "Caribbean" first saw action in the country and pop markets back in 1953.

The Texan has worked every state in the country, and has toured overseas in England, Ireland and Scotland. He's married to songwriter Ramona Reed, and has a child, Michelle, aged five-and-a-half. His hobbies are fishing and golf.

Thrush Nina Simone Was Piano Teacher

Nina Simone was born Eunice Waymon 26 years ago in Tryon, N. C. A Julliard graduate, she taught piano in Philadelphia. To supplement her income, she took a job accompanying vocal students. Nina Simone started singing in order to show them proper phrasing.

In the summer of 1954, when most of her students were away, the artist obtained her first singing date at the Midtown Club in Atlantic City. She sang there for three summers. In 1957 she was at the Plymouth Inn in New Hope, Pa., with her own trio. On the strength of a demo side made at that time, she was picked by Bethlehem.

The last has two albums to her credit, both for Colpix. "Porgy," her current hit single, is on the Bethlehem label.

YESTERDAY'S TOPS—The nation's top tunes on records as reported in The Billboard

AUGUST 13, 1954

1. Some Enchanted Evening
2. Again
3. Room Full of Roses
4. Riders in the Sky
5. Baby, It's Cold Outside
6. You're Breaking My Heart
7. Forever and Ever
8. Bay Hey
9. A Wonderful Guy
10. Maybe It's Because

AUGUST 14, 1954

1. Sh-Boom
2. Little Things Mean a Lot
3. Little Shoemaker
4. Three Coins in the Fountain
5. Hernandez's Hideaway
6. Hey, There
7. High and the Mighty
8. In the Chapel in the Moonlight
9. Goodnight, Sweetheart, Goodnight
10. Happy Wanderer

DISTRIBUTOR NEWS

By HOWARD COOK

TUSCON, Ariz.: R. A. Lindstrom, sales manager of Southern Arizona Record Distributors, writes that there are several releases that are getting strong action, "Lonesome Rock," a local product by the Nightbirds on Zephyr, is the strongest item. "At Last" by John Lester on C & M looks like it's going to be a hit. "The Greatest Feeling" by Bob Hittson on Autograph is also showing good signs. "Only Yours" by Darla Hood on Raynote is coming up strong. Strongest country disc is "No Trespassing Sign" by Boomer Wilson on Co-West. Hottest LP is "For the Bride and Groom" on Raynote.

MIAMI: Ken Collier, promotion manager at Pan American Distributing Corporation, mentions that several things are booming. "Here Comes Summer" by Jerry Keller on Kapp is the number one player. Dot has a big one with "Miss Lonelyhearts" by Dottie Stevens. "Caterpillar Crawl" by the Arenas Twins, Kapp artists, made a personal appearance in Miami and created a demand for their "In My Wallet." Signature is hot with "Sempere Amore" by Don Cornell and "The Sunday School March" by the Sunbeams.

PHILADELPHIA: Bob Heller of Chis Distributing Company reports action on "Sleep Walk" by Santo & Johnny on Canadian-American, "My Love" by Renée Harvey on Roulette, "Crying Cannon on Swan and Summer" by Sam Cooke on Kapp, Best-selling, new LP is "Exotic Island" on Stereo Fidelity.

FROM 20TH FON: The company has appointed Arnold Records as their exclusive distributor in the Chicago-Milwaukee area. Arnold is headed by Morris Price.

NEW YORK: Murray Viscoso of Alpha Distributing Company reports that Carlton's "The Way I Walk" by Jack Scott and "I'll There Was You" by Anita Bryant are still holding "Morgen" by Two Robic on Laurie is a smash. "I'll I Knew You" by the Everly Brothers, "Giddy Bop" by New Dale, "The Rockin' and "True, True Happiness" by Johnny Tillotson are big sides for Cadence. Dee Clark's "Hey Little Girl" on Abner is taking off. "Just Ask Your Heart" by Frankie Avalon on Chancellor looks like another smash.

"Crackin' Up" by Bo Diddley on Checker is Zooming. "My Baby, Got Soul" by Larry Williams on Chess looks promising. "No Time to Cry" by Earl Nelson on Elek is a hot watch. "Summertime" by Sam Cooke on Kapp has started. "I Want to Walk You Home" by Fats Domino on Imperial looks like one of his best. "Mona Lisa" by Carl Mann on Phillips International is still selling strongly. "The Rockin' Lady" by Penny Candy on Flippe is moving well.

Sam Levy of Ideal Records reports strong action on "Red River Rock" by Johnny and the Hurricanes on Warwick. "Telegram of Love" by Lola Fibber on Warwick is also being requested. Challenge has "Betty My Angel" by Jerry Fuller and "Primo Love Lane" by Jerry Wallace. Golden Crest is swingin' with "Billy Boy's Tune" by The Three Graces. Vinyl contenders are "Morgen" by Rex Awen, "Heart of an Angel" by Johnny Johnson and "Loney Country" by Annette. "A Blessing After All" by the Vespertones on Versailles is getting action. M-G-M has the following: "Somebody Else Is Taking My Place" by Jaye P. Morgan, "Like Young" by Andre Previn and David Rose, "I've Been There" by Tony Edwards, "Mona Lisa" by Conway Twitty, "Hot Spot" by Boumediene Bryant on Hickory and Connie Francis' two-sides, "Lustiest On Your Cigar" b/w "Frankie." Strongest LP's are "Joni Swing Sweet" by Joni James, "Slow and Easy" by Jaye P. Morgan, "My Thanks to You" by Connie Francis and "Secret Songs for Young Lovers" by David Rose and Andre Previn on M-G-M.

Sam Weiss of Superior Records has winners with "My Own True Love" by Jimmy Clanton on Ace, "The Angels Listened In" by the Crests on Coed, "I'm Alright" by Little Anthony and the Imperials on End and "I'm Confessin'" by the Chantels on End, "Bitters" by Arthur Lyman on Hi Fi is moving well. Ditto "Love Potion Number Nine" by the Clovers on United Artists, "Happy Lemonade" by Marion Davis on Sindy is big. "Tree Chik" by the Chics on Jamie is selling.

Kelly Walsh of Malverne called to report action on the following: "With Open Arms" by Jane Morgan, "Solemn" by Eartha Kitt on Kapp, "Daring, I Love You" by Al Martino on 20th Fox, "Okenekeke" by Freddie Cannon on Swan, "Bon Sak" by Bud and Travis on Liberty and two versions of "Linda" by Cliff Richards on ABC-Paramount and David Hill's on Kapp.

Lucille Ferrelic of Columbia Record Distributors has "And a With Open Arms" by Jane Morgan, "I Told You Lady" that "I Love You" by Jill Corey, "One More Sunrise" by Leslie Uggams, "Smile" by Tony Bennett, "Morgen" by Richard Malby and "Got a Locket in My Pocket" b/w "The Real Thing" by the Four Lads. Top albums are "More Johnny with Greatest Hits" by Johnny Mathis, "Ferry Sing-A-Long With Mitch" by Mitch Miller and the sound track of "Porgy and Bess."

What's getting the
BIG PUSH
by the manufacturers this week!

Watch the records being featured in the big-spade out 7 out of 10 will hit the Hot 100
4 will be best sellers

One in a Series of Industry Personality Statements



THE EVERLY BROTHERS Cadence Records artists, entertainers, say:

*"Billboard lets us know the type of
music the public
wants to hear"*



THE BILLBOARD . . .

The Communications Center of the Music Industry

MUSIC AS WRITTEN

GLEASON TELLS OFF JAZZ JOCK

One of our favorite columnists, Ralph Gleason, of the San Francisco Chronicle, and with a syndicated column in many papers, took a few weeks ago to speak out about a jazz jock who didn't live up to his name. It seems the jock, a member of the Duke Ellington Society, and associated with one of the jazz festivals, refused to play the LP of Ellington's score for "Anatomy of a Murder" because the flipper producer didn't advertise the fact that after the dedication, the Gleason put in "Any Duke Ellington has to buy isn't worth the price."

IVAN MOGUL HANDLING MERRILL SCORE

Ivan Mogul has become a general professional manager for Bob Merrill's music firm, Valry Music. This means that Mogul will work on the score for the forthcoming Broadway musical "Take Me Along" (based on "Ab Wideness") which Merrill has written and is publishing in his own music firm. The show opens September 7 in Philadelphia and his New York in October. Mogul will continue to work with his own firms, Mogul and Harvard Music, as well.

New York

Pete Morton is now playing piano at the dinner hour at The Arpeggio, New York's newest jazz spot. Pianist and singer will be for Chicago soon to enter an LP for Mercury. . . . Mike Longo has signed a waxing pact with Vinea Records. . . . The Four Aces opened at Steel Pier in Atlantic City August 16, after a successful run at the Fontainebleau in Miami. . . . Through the music of the group with Cante Records as has arranger Herb Edmister. Cante is now handling the distribution for Pam Records. A memorial concert in honor of the late Giuseppe Creatore, the musical director, composer and musician and father of Luigi Creatore of the a.k.t. team of Hugo & Luigi will be given on the Mall in Central Park, New York, Sunday night, August 23. . . . Clara Ward and the Ward Singers have returned to the U. S. after a successful four-month concert tour thru England, Norway, Sweden and Denmark. The group will play a string of concert dates in the East before opening for a week at the Apollo Theater in New York on September 18. . . . Don Shirley is now at the London House in Chicago. He will be there about two weeks.

The original album of "Sing a Song of Basile" was recorded by Crent Taylor for ABC-Paramount Records last year, but for Ronette as was chronologically stated in The Billboard last week. . . . Jimmie Hilliard has signed pianist Ronnie Brown and a vocal group, the Echoes for RCA. . . . Ken and Andy labels, respectively. . . . Gek Kubbik will deliver a paper at the Venice Film Festival this summer on "The Functional Difference Between Film and Abstract Music." Kubbik scored "The Desperate Hours" and the Gerald McInnis. . . . The world of the among others. . . . A Holland-based discography, Artime Gramophone Records is interested in all types of records and record catalog deals, for distribution in Holland and other European markets. The man to contact is J. J. van der Meer, 100, 100, of Amsterdam, Holland. . . . The Esky Brothers' first record by Hugo and Luigi, titled "Shout" will be issued this week by RCA Victor.

Cystal Joy, Hanover township, is set for four weeks at the Toast in New York starting September 7. . . . Library Records has taken over the business record by Joe London of "It Might Have Been. . . . Abbott Lut and wife Eleanor Catali been the parents of a girl, Marina Louise, recently. . . . Kenny Burrell and his combo are now alternating at the Five Spot in New York with the Ready Weston group. . . . Ronnie Hawkins, Valerie Carr, and Bobby Lewis are all on the road backing their latest Roulette plates. . . . Gary and Chuck will play the Vogue Theater in Chicago over the Labor Day weekend. . . . B-Alas Records has signed Don Jello. . . . Laurie Records has taken over the national distribution of the Audicon record by The Piousies titled "Just to Be With You." . . . Nat Cole has penned the album liner notes for Mercury's new find, Frank Dimes. Singer is managed by Carlos Costello. . . . Lesley Bayly and Buddy Cletch have started PK Records down in New Orleans. First release features Kenny Smith. . . . Harold Friedman is handling sales and promotion for both Pepper and Citation Records. . . . John Solt in New York has shuttered for vacation. . . . The Tommy Dorsey Ork with Warren Covington will play Steel Pier, Atlantic City, for a week starting August 21. . . . Bob Rolontz

Chicago

Herman Form, mahoff at one time behind the Hudson-Ross record store chain and more recently its general manager, has joined Pop Bros. here as merchandising manager of the appliance he owns, the Hudson-Ross record store. . . . The "It Might Have Been" by Joe London to Library Records. . . . Bill Walker, the jingle king of the Windy City, started his own discography, Kodak, with first release by Billy Nelson. Distribution is being handled by V.P. and Andy labels. . . . Argo Records, putting out a special multi-colored pure vinyl pressing for di's only on Ahmad Jamal's new LP, Ahmad Jamal at the Penthouse. . . . Ricky Talan, 14-year old son of Art Talan, Mercury's saxophone V.P. and a mahoff, blaring a sizzling trail on the airways shooting in the low 80's and high 70's.

Dinah Washington married No. 6, Horace Mailroad, Harlem cabbie, in Sweden recent days, during her tour. . . . Armed Forces Radio Service was the only recording outfit which cut any part of the giant Playboy Jazz Festival. The approximately 18 hours of the three-day show will probably be a 26-week feature of the service network. . . . Buck Ram severing his songwriter's affiliation with publisher Arnold Sharen. . . . Ray Coniff with orchestra and chorus appearing for his first concert-concert only tour. CAC will handle the bookings at a reported \$5,000 per. John Sipia

(Continued on page 34)

DIG THEME KOOK DAFFYNITIONS

HOLLYWOOD — To prepare a promotional gimmick for his fast-moving "Like Young" Dynasty disc, fast-moving Les Palmer rubbed three - and - a - half - inch square cards to dealers and lockers, reading, "If you should care to comprehend the words written by Paul Francis Webster to 'Andra' in his great melody, sung by Ann Henry on her Dynasty record titled 'Like Young,' flip this board and dig." Flip the board, and you'll find kook words. Re-orders, according to Palmer, are pouring for both disk and cards.

Big Col. Promo On Fall Albums

NEW YORK — Columbia Records is going on an all out promotional campaign for its fall release LP program. The new albums, which consists of 23 new sets in both the classical and pop fields, will be promoted via an extensive advertising campaign, as well as a great number of point of sale merchandisers, from mobiles and mounted wing covers and window displays, to streamers and booklets.

The diskery has two separate window displays, one on the poster, one on the classic sets. And the firm has put out a complete 84-page Masterworks catalog, which includes a reference. There is a Masterworks streamer as well. The pop window display features 16 album covers in the "Big Col." The Masterworks window displays are three in number each showing two covers.

Columbia's advertising campaign includes such magazines as New Yorker, Esquire, Playboy, High Fidelity, Saturday Review, Harper's, Atlantic, etc., and will proclaim the Fall Festival of Entertainment on the various records. There will be co-op mats for dealers, and trade ads in The Billboard. Masterworks artists will also be advertised in concert program magazines across the country. All dealer material will be available thru local Columbia distributors.

Connie to Cut LP Abroad

LONDON — Connie Francis is to cut three albums of records in Britain when she arrives here on August 19th with orchestra leader Ray Ellis, M-G-M's a.e. manager.

One of the albums will consist of a selection of titles featuring boys' names — "A Tribute to the Boys." The remaining two will consist of Italian and Christmas songs, which will be backed by Tony Osborne and Geoff Love, respectively. Ellis, who is bringing his own arrangements for "Boys," has asked for the Geoff Love group to be Miss Francis' accompanying orchestra for the album. . . . "I will be accompanied on her tour by her manager, George Scheck, and her secretary, Joyce Becker, in addition to Ray Ellis. . . . Meanwhile, at the request of M-G-M chief, Arnold Maxin, Ellis to supervise two other instrumental albums which will be in Britain. One is believed to consist of his from the theater.

ADMEN of every kind ENJOY THE BILLBOARD as a top calling force

Thiele Sets Pye Deal for Brit. Distrib

NEW YORK — Bob Thiele, prexy of Hanover Signature Records, has signed an agreement with Pye Records of Great Britain whereby the latter becomes exclusive distributor for Hanover and Signature in the United Kingdom. At the same time, Thiele also announced the appointment of Buddy Robbins as vicepre and general manager of Rotom Music (ASAP) and Vision Music (BM), publishing affiliates of the Hanover-Signature axis.

Thiele, who recently signed a similar agreement for Canadian distribution thru Compo Records, will leave for Europe on September 6 in company with Robbins. The latter will visit England, France, Germany and Italy to meet with diskery reps to set up additional distribution. Hanover and Signature expect to have world-wide distribution plans complete by the end of this year.

The naming of Robbins to his new post points up the extensive music operation into which Hanover-Signature is moving. Robbins was formerly general manager of Stratford Music and prior to that was affiliated with George Paxton, United Artists and Columbia Pictures Music.

Klase Named to Head Motif A.&R.

HOLLYWOOD — Irving Klase has been named a.e. chief for Motif Records Corporation here. Klase and promotion head, Don Galese have already signed three new acts for the re-activated label. These include Willie Walker, Ceste Saunders and Don Gee. All have had their first sessions with releases expected shortly.

A MOST RELIABLE HIT-PICKING SERVICE!

It's a statistically proven fact that 7 out of 10 of tomorrow's 100 Hitest Records are advertised in Billboard TODAY—and four of them will soon reach the best-seller class!



ON THE BEAT

By REN GREVATT

The prima news of the week was not pleasant to bear. The story emanating from Cincinnati, involving the four male members of the Platters, is by now public knowledge and a subject of wide discussion by fans and the press alike. Nobody can really expect that the April Four be put off. It was, on any way in the trade, a bad scene.

Nor is it the place of the public print to attempt to try a court case before it reaches the bench. The Platters sought and were given the right to have a jury trial, which has been set for August 28 in Cincinnati. And even if, however, is a good illustration of the kind of pressure any performer or act in the public eye, is not likely under to avoid those human failings in which many people — stars and the common man — are involved, during their lifetime.

What's to be deplored about this in the circus atmosphere which at once prevails when the identity of the individuals involved is made known. It has already been noted that the four Platters are four itinerant businessmen and had an issue of race not been involved, the matter would have not become a subject of scrutiny. However, it has. The hope may be expressed that other performers, particularly those whose work is of special interest to the younger alert society, may learn a lesson out of all this as to their deep responsibility to their public. This is the sort of thing that the Platters have ridden and put down the vital kind of pop music we have today, those who would label all pop music as rock and roll, are eagerly waiting to latch on to, to bolster their case.

There's another issue involved as well. It is fair to say that the grievous incident has become the source of permanent damage to the career of the Platters, a collective career which resulted in four "gold records." There have been many examples in show-business of those who stand the test of time. But these individuals were still able to produce some form of art and entertainment. The highest-minded critics have always been able to separate considerations of morality from those of art.

Whether a listener chooses to call the vocal contributions of one Jerry Lee Lewis as art is beside the point. Lewis, nevertheless, because of at least a partial lack of his work by disk jockeys, suffered considerable career damage in the minds of some, he became a controversial figure in the case of the Platters, a now reciting such proverbs as "Let he who is not a part of the first stone," and "Judge not, lest ye be judged." It will be interesting to note the reception to the Platters' new record, which will be in view, in view of this. In a lighter vein, it will be also interesting to see the reaction to lead singer Tena Williams' first solo disc, to be released in October. The title: "Girls Girls Girls."

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the **LATEST** *by the* **GREATEST**

CONNIE FRANCIS



**YOU'RE
GONNA
MISS ME**

bw
PLENTY GOOD LOVIN'

MGM K-12824

MGM Records

MUSIC AS WRITTEN

• Continued from page 22

Cincinnati

Jim Reeves, who has just rejoined WSM's "Grand Ole Opry" after 16 months' absence, in town Monday (10) visiting the deejays to plug his new RCA Victor release, "Partners," penned by Danny Dill, which the experts figure can straddle the e.w. and pop fields. Squirring Jim about the village was Julie Godsey, of Ohio Appliances, local RCA Victor distributor. . . . Rolly Davis, local RCA Victor chief, away on a fortnight's vacation. . . . Decca's Carl Dobkins Jr., whose "My Heart Is an Open Book" is still perched high on the charts, leaves his home here soon for a six-month hitch in the Army. . . . Betty Heath, former Ralph Flanagan canary, is current in the Red Carpet Room, new addition to Herman Kirschner's Piano Lounge downtown.

Ike Klayman, of A&I. Distributing here, has been granted exclusive distributorship on Fidelity Sound Recording's "Ohio State Marching Band" album and is launching a concerted drive to push the package during the forthcoming football season. He claims to have sold more than 12,000 of the platters during the last grid season. . . . George Weis, producer of the Newport and French Lick jazz festivals, brings a jazz package to Taft Theater here September 9, featuring the Thelonious Monk Quartet, George Shearing's new enlarged combo, Anita Day, and two English bands led by Humphrey Lyttelton and Ronny Ross.

WCPO deejays Bob Smith and Myles Foland wing it into Philadelphia August 20 to take over Dick Clark's "Bandstand" TV-er, while the latter is in Hollywood filming his first movie, "Because They're Young." . . . Sam Klayman, local Mercury distributor, off on a two-week vacation with his family. . . . Pearl Bailey brings her new revue to the Albee Theater in early October to kick off what might lead to a once-a-month stageshow policy at the house. Albee management is giving the idea another whirl, altho a similar attempt a year ago, with Sammy Davis Jr. the feature, failed to get off the ground.

Dot Records bossman, Randy Woods, has acquired from Pat Nelson, manager of Jackie Shannon, the master on the latter's new platter on the P. J. label coupling "Troubles" and the old standard, "Lies." Dot plans immediate release with "Troubles," the No. 1 side. Miss Shannon, along with Rusty York, appeared in support of Conway Twitty at Coney Island's Moonlight Gardens for the weekly box Tuesday night (11), which pulled some 950 payees at \$14.40. Miss Shannon and her manager depart next week for Hollywood where she is slated to do a screen

test for Paramount arranged by Randy Woods. York appears with the Dick Clark unit in the Hollywood Bowl August 30, and plays the Michigan State Fair, Detroit, with the Clark caravan September 4-6.

Nashville

Dee Kilpatrick, of Acuff-Rose Artists Corporation Productions, left town Thursday (13) to set up "Grand Ole Opry Day" at the Illinois State Fair, Springfield, Saturday (15). . . . Decca a.s.r. man Milt Gabler left town Thursday night (13), returning to New York after watching Carl Dobkins Jr. and Brenda Lee sessions last week with the diskery's local a.s.r. man, Owen Bradley. . . . Del Wood will have a new Victor release shipped the last of August. . . . Jim Denny, presy of Cedarwood Publishing Company, and Dolla Dearman, Cedarwood receptionist, accompanied Carl Smith to Springfield, Mo., for Carl's Saturday (8) appearance on "Jubilee, U.S.A." . . . Jimmie Driftwood drove into town Thursday afternoon (13) with his wife and two sons. He was the mystery guest next morning at a breakfast given for Penobscot College graduate students on the campus green, and appeared on "Grand Ole Opry" Saturday night (15).

Gene Autry piloted his plane into Nashville Tuesday (11), with co-pilot Herb Green, en route to New York. Others aboard included Johnny Bond and the Gardner Sisters, members of Autry's "Hits of 1959," this year's grandstand show at the Tennessee State Fair here, September 21-26. Betty Johnson will headline the show with Autry. While in town, Autry attended the State Fair press party at the exclusive Colemere Club. . . . RCA Victor's Floyd ("Makin' Love") Robinson left Saturday (15) for a five-week Northwestern tour which is to be climaxed with the local song stylist appearing on the Dick Clark, Dave King and Jimmy Rogers TV shows. . . . Jim Edward, Maxina and Bonnie Brown are skedded for a session at the RCA Victor studios here this week. . . . Chet Atkins' first single release in more than two years will be shipped Tuesday (18). The two Victor instrumentals by Atkins are titled "Django's Castle" and "Boo Boo Stick Beat." Later was penned by John Ludererlik, co-author of "Waterloo," and drummer Buddy Harman.

Deejay Bill Allen, of Station WLAC, was in New York over the weekend of July 31-August 2, where he signed a personal management contract with Irving Siders. Allen will bring the Dick Clark Caravan to Nashville October 4. . . . Frank Loesser, composer of Broadway hits, was in town Saturday and Sunday (8-9) to audition singers for his upcoming musical, "Green Willow." With Loesser was George Ray Hill, show's director. . . . William Wilderman, leading basso with the Metropolitan Opera, appeared in the Peabody College production of "The Merry Wives of Windsor" (Continued on page 43)

Korvette Pulls

• Continued from page 2

declared: "One gets a bit callous when one sees what's going on in this business. It's just another example of how a record company helps the discounters when his responsibility should be elsewhere." Halman continued: The only thing that counts with the record companies today is volume. They'll sacrifice margin anytime, because they are actually working on such a wide margin in order to get volume." Halman took exception to what he called diskeries' "discriminatory and condescending attitude toward the smaller dealers and their complete irresponsibility on price matters."

Meanwhile, a spokesman for Record Center, a swinging Lexington Avenue outlet, said: "Look, we can cry all we want about this kind of thing. It's not going to change. The only thing we can try to do is ignore it and do the best merchandising job we possibly can. That's the only way any of us can hold on to our customers in the face of this kind of competition."

DJA to Produce

• Continued from page 2

duction will be under way. Wholehearted support in gathering talent has been promised DJA by General Artists Corporation and other talent agencies.

Extensive advertising campaign calls for DJA members and their stations to receive preferential. Lion's share of the ad budget will go to radio with most of the airtime to be purchased from the members' stations using the DJA spinners themselves to plug their own picture. Fact that foreign jockeys will be brought into the firm will help give the movie a strong bid for the global box-office.

RIBBON RECORDS

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THE FIREFLIES

6901

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4-TRACK
7½ IPS
STEREO
TAPE



14 MAJOR INDEPENDENT RECORDING COMPANIES

**AUDIO FIDELITY* / BEL CANTO / CONCERTAPES / DOT / EVEREST / HI-FI TAPES
 KAPP / MERCURY / MGM / OMEGATAPE
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*AVAILABLE SEPTEMBER 1, 1959

...AND MORE TO COME

**4-TRACK 7½ IPS STEREO TAPES
 OFFER LISTENERS A NEW WORK OF
 MUSICAL ENJOYMENT BECAUSE...**

QUALITY

Full audible frequency range, negligible noise level. "Master recording" fidelity.

DURABILITY

Infinite wearability and permanence of fidelity.

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For the first time at the same price or only slightly more than the equivalent stereo discs.

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Only on 4-track 7½ ips tape can you hear up to 1 hour stereo without interruption. Up to 2 hours per reel.

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Foolproof, jamproof, standard open reel; holds up to 2400 feet; no rewinding... more than 100,000 4-track machines already in homes.

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Now 14 famous labels featuring the world's most popular artists and performances — many for the first time on stereo tape.

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Now, for the first time, you can order all stereo tapes on a national, one-order basis... avoiding the expensive and time-consuming problem of dealing with up to a dozen or more local distributors.

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UST will send you regular marketing information and a special industry newsletter containing info on new releases, best sellers, industry trends, etc.

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A catalog of all available stereo tapes with regular supplements and revisions. **FAST, CUSTOM SERVICE**

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The
Billboard

TOP LP'S

FOR THE WEEK
ENDING AUGUST 16

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	KINGSTON TRIO AT LARGE, Capitol T 1199.....	9
2	SOUTH PACIFIC, Sound Track, RCA Victor LSC 1032.....	73
3	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1444.....	4
4	FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107.....	27
5	EDDYCIA, VOL. 1, Marlin Dennis, Liberty LNP 3034.....	16
6	INSIDE SHELLEY BERMAN, Varma MGM 15003.....	17
7	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	27
8	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	9
9	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.....	68
10	OHIO, Sound Track, M-G-M E 3641 ST.....	59
11	HOLD THAT THIEF, Fabian, Chancellor CHL 5003.....	14
12	MY FAIR LADY, Original Cast, Columbia CL 5090.....	176
13	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bernetti), RCA Victor LHM 2226.....	23
14	KINGSTON TRIO, Capitol T 996.....	14
15	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.....	58
16	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.....	38
17	OPPET, Original Cast, Columbia CL 5420.....	5
18	SECRET THINGS FOR YOUNG LOVERS, Arthur Press & David Ross, M-G-M E 3716.....	8
19	TEMBERLY, Pat Boone, Dot DLP 3180.....	8
20	POREY AND BESS, Sound Track, Columbia CL 5410.....	5
21	OPEN FIRE, TWO SUITARS, Johnny Mathis, Columbia CL 1270.....	28
22	FILM ENCORES, VOL. II, Montevani, London L 1317.....	10
23	POLY SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	12
24	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	77
25	NAVY TWAIRY BOUTARD, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	29

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	SOUTH PACIFIC, Original Cast, Columbia CL 4180.....	272
27	POREY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LSP 1507.....	9
28	FILM ENCORES, VOL. I, Montevani, London L 1700.....	93
29	TABOO IN HI-FI, Arthur Lyman, Hi-Fi Records N 806.....	22
30	77 SUNSET STRIP, Warren Barker, Warner Bros. WN 1289.....	18
31	ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	3
32	HYMNS, Tennessee Ernie Ford, Capitol T 756.....	110
33	OKLAHOMA! Sound Track, Capitol SMO 595.....	184
34	BEHS FOREVER, Montevani, London L 1302.....	47
35	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	18
36	FLOWER DRUM SONG, Original Cast, Columbia CL 5350.....	31
37	BACKMANHOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LHM 2355.....	6
38	BUT NOT FOR ME, Ahmad Javan, Argo LP 618.....	33
39	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	27
40	THE KING AND I, Sound Track, Capitol W 740.....	148
41	WARM, Johnny Mathis, Columbia CL 1078.....	53
42	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	12
43	BLUE HANNAI, Billy Vaughn, Dot DLP 3165.....	12
44	REMEMBER WHEN! Platters, Mercury MG 70410.....	8
45	HOLLYWOOD IN RHYTHM, Ray Connell, Columbia CL 1310.....	8
46	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130.....	10
47	ONLY THE LOVELY, Frank Sinatra, Capitol W 1053.....	38
48	HEAR YOU, Roger Williams, Kapp KL 1112.....	22
49	I WANT TO LIVE! Gerry Mulligan's Jazz Combo, United Artists, UAL 4006.....	9
50	TECHARKOFF: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LHM 2252.....	51

BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	13
2	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bernetti), RCA Victor LHM 2226.....	11
3	EDDYCIA, VOL. 1, Marlin Dennis, Liberty LNP 3034.....	6
4	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199.....	7
5	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	13
6	OHIO, Sound Track, M-G-M E 3641 ST.....	13
7	TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SN 806.....	13
8	FILM ENCORES, VOL. I, Montevani, London PS 124.....	13
9	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	6
10	77 SUNSET STRIP, Warren Barker, Warner Bros. WN 1289.....	10
11	BACKMANHOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355.....	6
12	MY FAIR LADY, Original Cast, Columbia.....	13
13	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	13
14	THE KING AND I, Sound Track, Capitol SW 740.....	9
15	TECHARKOFF: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorval), Mercury SR 90054.....	11

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004.....	6
17	FILM ENCORES, VOL. II, Montevani, London PS 164.....	9
18	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	11
19	POREY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LSO 1507.....	6
20	OKLAHOMA! Sound Track, Capitol SWAO 595.....	11
21	TECHARKOFF: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	12
22	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150.....	3
23	BEHS FOREVER, Montevani, London PS 106.....	9
24	POREY AND BESS, Percy Faith, Columbia CS 8105.....	13
25	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp PS 3013.....	9
26	ONLY THE LOVELY, Frank Sinatra, Capitol SW 1053.....	3
27	HILLY YAGHAM PLAYS THE MILLION SELLERS, Dot DLP 25119.....	5
28	GAITE PASTRIKIER, Boston Pops, RCA Victor LSC 2267.....	1
29	STRAUSS WALTZES, Montevani, London PS 118.....	9
30	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6650.....	13

Album Cover
of the Week

RESPIGHI
ANCIENT DANCES
AND AIRS FOR
LUTE SUITES 1 & 2
ANTAL DORATI
PHILIP HASKINS
HENGARICA

RESPIGHI'S ANCIENT DANCES AND AIRS FOR LUTE SUITES 1 & 2, Mercury SR 90199, Designer George Mene and photographer Henry Alex have created an attractive cover of a lute against the background of a woodland idyllic that expresses the ancient flavor of the music.

Best Selling Low-Priced
LP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (15 or more suggested retail price); Best-Selling Low-Priced LP's (12.50 or less suggested retail price); Best-Selling EP's, and Best-Selling Kidie Records.

1. Soul of Spain Somerset P 6000
2. Perry Como Sings Just for You Camden CAL 446
3. Flower Drum Song Decca DLP 96
4. Music From Peter Gunn Arson Bell Orch. Lion L 7012
5. Good Housekeeping Plan for Reducing Off the Record Harmony HL 7145
6. Porgy and Bess Moulden Love Camden CAL 400
7. Grand Canyon Suite Wilhelm Schostetrick Somerset C 7960
8. 77 Sunset Strip Arson Bell Orch. Lion L 7011
9. Dream Along With Me Perry Como Camden CAL 4016
10. Happy Go Lucky The Three Suns Camden CAL 454

Best Selling Pop EP's

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in the compiling of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

1. Spirituals Tennessee Ernie Ford Capitol EAP 1-818
2. Peter Gunn Henry Mancini RCA Victor EPA 4358
3. Side by Side Pat & Shirley Boone Dot DEP 3076
4. Songs Our Daddy Taught Us Eddy Brodus Cadence CEP 518
5. Nearer the Cross Tennessee Ernie Ford Capitol EAP 1-1005
6. Ricky Sings Again Ricky Nelson Imperial REP 159
7. Crazy He Calls Me Diana Ross Capitol EAP 1-170
8. The Late, Late Show Diana Ross Capitol EAP 1-170
9. King Creole, Vol. I Elvis Presley RCA Victor EAP 4319
10. Hymns Tennessee Ernie Ford Capitol EAP 1-556



This paper cutter and special gift paper included as part of FREE GIFT WRAPPING DEPARTMENT.

Mr. Dealer:
Announcing another
great London
"OPERATION
DEALER SUPPORT"
program of
vital importance
to you.

Program DB 59 (Operation Dealer Support Program No. 59-5)

Make your store "GIFT HEADQUARTERS" you receive

- FREE Gift Wrapping "Department"
- FREE Window Display & Installation
- FREE In-Store Display Material

you also receive these extra benefits

- Immediate 10% Return Privilege
- 10% Exchange Privilege
- Pay $\frac{1}{3}$ each Nov. 10, Dec. 10, Jan. 10

Create "new" sales. By selling records gift wrapped free you will be offering an important service not available from any other source. This, in conjunction with London's gigantic fall ad campaign will drive in "new" customers... gift buying customers.

Clean up old and dead stock now... protect yourself against buying errors... carry a wider selection and greater depth without any extra investment on your part. Stock up now... pay later out of sales made.

* The complete London catalog is available in "Operation Gift Wrap"



Records
gift wrapped
free at stores
displaying
this emblem

GIGANTIC NATIONAL AD CAMPAIGN

This emblem appears in all of London's fall ads. Included are such publications as: Life, Look, Reader's Digest, Saturday Evening Post, Ladies' Home Journal, McCall's, etc.

LONDON
RECORDS

539 W. 25 St.
New York 1, N.Y.



Our Distribution Policy Is Your Insurance Policy

OF THE WEEK

VERY STRONG SALES POTENTIAL

Carmen McRae, Kapp KS 3018, (Stereo & Monaural)—Miss McRae turns to bluesy, torchy, "Lonesome Lover" approach on this newest set, with songs like "When
(Continued on page 30)

Mr Horowitz

at his technical best, with the demonic attack and extraordinary sound that has not been matched in our lifetime. His father-in-law contributed to the burst of vitality in typical fashion. Over-all disk



THE

LONDON GROUP

continues its

HIT MAGIC!

The pop version
on many charts

THE THREE BELLS

408

Dick Flood

MONUMENT
RECORDS

Bagpipes galore!

SCOTLAND THE BRAVE

1877

Edmundo Ros

LONDON
RECORDS

Deejays are really hot
on this new one

WILLY, QUIT YOUR PLAYING

407

Billy Grammer

MONUMENT
RECORDS

Released 4 months ago
— clicking now
in Chicago market

WHO'S FOOLING WHO?

8567

Gordon Young

Felsted
RECORDS

Best Seller in N. Y.,
Newark, Boston
and Albany areas

ADONIS

8596

Terri Stevens

Felsted
RECORDS

A great danceable vocal

(There Is)

NO GREATER LOVE

115

Jeff Milner & The Embers

Dale
RECORDS

Starting to break

SO CLOSE TO MY HEART

8587

Kathy Linden

Felsted
RECORDS

Her first big
teenage disk

PASSION FLOWER

4502

Caterina Valente

TELEFUNKEN

LONDON RECORDS, INC. 539 WEST 25th STREET, NEW YORK 1, NEW YORK

• **Reviews and Ratings of New Albums**

• Continued from page 29

★★★ **GOOD SALES POTENTIAL**

You're Away. "When Your Love Has Gone," "If I Could Be With You (Tina Turner)," and others of this mood. The girl bands the tunes a tasteful, clear delivery and for the most part the sticks to a straight rather than in improvising tack. Luther Henderson handled the back-grounds, ranging from a staid and swing-lead to a light jazz rhythm component. Easy listening, moody stuff with a good bit that's programmable for juke.

*** **HARRY JAMES AND HIS NEW SWINGIN' BAND**
ALBUM # E 3774 & SE 3774. (Savoy & Monogram)—James and crew have a fine big band album that can hit the spot with top fans or those who like the mild swingin' sound for listening. In addition to a group of standards and some newer show tunes, the set contains some originals, co-credited by the arranger. Stereo enhances the overall appreciation of the set. Titles include "M-Squad Theme," "Too Close

for Comfort" and "Get Off the Beat." Good projects.

*** **MOW AND EASY**
Jazz P. Morgan. M-G-M E 3774 & SE 3774. (Savoy & Monogram)—Jazz P. Morgan comes thru with some warm, expressive readings of a group of standards on this new album, backed strongly by old leader Ray Ellis. The tunes include "Should I," "When My Dream Boat Comes Home," "I Thought About You," etc. The thrash is in good form here and her many fans will like.

*** **HAWAII IN STEREO**
Sun Makia and the Makapuu Beach Boys with Frank Hunter. Ork. Kapp K5 3627. (Savoy & Monogram)—The Sun Set is examined pretty thoroughly from a musical standpoint in this new album and it comes thru splendidly. The tunes are performed by Sun Makia and the Makapuu Beach Boys, with o.k. directed by Frank Hunter. Songs include such Hawaiian favorites as

"To You Sweetheart, Aloha," "Aloha Oe," "Sweet Lullaby" and "Blue Hawaii." They are played in true Hawaiian style by the band. Set should be of interest to many.

*** **TILL THE END OF TIME**
Ferdin Zalkoff. Mercury SR 6084. (Savoy & Monogram)—Ferdin Zalkoff plays his violin with much richness and skill on this familiar group of melodies. A mood album with a violin as the solo lead is unusual and this fact, along with Zalkoff's varying in handling the instruments, should lend appeal to the set. The songs, "I Married an Angel," "Bliss Beamed," "Love to Look At," "Young Men," are scored mostly for listening rather than dancing. Background is supplied by music strings.

*** **A SWINGIN' LOVE AFFAIR**
Peter Palmer. Ork. Mercury SR 6097. (Savoy & Monogram)—Ray Conniff has been quite successful with the formula presented here of voices used as instruments in support or as mood contrast to the instruments themselves. The four-man, three-girl vocal group weaves nicely in and out of the swingin' band arrangements for "Let's Fall in Love," "Oh Love Is Here to Stay," "The Glory of Love," etc. A fine arranging job gets the benefits of a solidly realistic recording. Good listening.

*** **THE DIAMONDS MEET PETER RIGGIO**
Mercury SR 6097.—The popular singer group enters a group of standards with the addition of a big band under the baton of Pete Rugolo. The boys do a fair enough job with the harmony approach the there appear to be something of a lack of rapport between singers and instrumentalists. The savings perhaps are just a bit over-arranged. Tunes include "Wrap Your Troubles in Dreams," "Will You Still Be Mine," "Lola's Back in Town," etc. Fans will no doubt like him despite some minor shortcomings.

*** **CHON YOU CAMPERS**
The Merry Gold Children's Chorus. Kapp K5 3628. (Savoy & Monogram)—An unusual and novel set, trained on a highly specialized market. The children sing out with youthful fervor a whole collection of the more typical camp songs with their voices rearranged from original versions to fit the camper connotation. "I've Been Working on the Railroad," "The Happy Wanderer," "Fanny Cry Dry At," "Aloha," are samples. At this season kids are returning from camp full of happy memories and this comes out at just the right time to add to their memories. Fine cover of kids around the campfire. This can sell in modest quantities for a long time.

*** **LET'S DANCE AMIGO**
Chop Reyes. Ork. Danmore DL 1061.—Chop Reyes and his Latin crew, who the Tony Danza Quintet come thru with a strong group of the salsa and Latin items here that should please the dance set. Tunes are mainly well known Latin items, plus some standards and originals. Both bands keep the beat and the recording is good.

COUNTRY & WESTERN ★★★

*** **THIS IS JIMMY NEWMAN**
M-G-M E 3773.—Good set of performances by the star of the "Grand Ole Opry," who is best remembered for his "Falling Star" hit on a single. The songs are pretty much in the country groove with such ciphers as Melvin Endsley, Cindy Walker, Hank Williams, etc., represented with back-sets that range from rural guitar settings in a more poppish rhythm instrumentation. Pleasure listening which should please Newman's fans.

POLKA ★★★

*** **POLISH DANCE MUSIC IN STEREO**
Chas. Waiselma. Ork. Kapp K5 3614. (Savoy & Monogram)—A well-recorded set of native styled Polish dance music. The boys play expertly the series of polkas, waltzes and obrieks even to the point of mimicking the music with ear-ears, whistles, burrles and whistling. A perfect set designed for stores with specialized clientele in the given market.

INTERNATIONAL ★★★
*** **THE SEVENTH VEIL**
Artie Baranbaum. Kapp K5 3644. (Savoy & Monogram)—New-England Baranbaum teams up with a crew of his friends whose names also end in the same three letters, to play the kind of music from the Near East simpler than by their forebears. The complement includes shereef, sax, tambourine, clogs drum, dumble (a brass, opened drum) and oud (spelled-mundolia). The music has the weird, free-cut, mirror-key harmonic flavor and it's well performed and recorded. Strictly in the specialized field, but for its field it is worth-while merchandise.

*** **SHADOWS IN THE CASABE**
Artie Baranbaum. Ork. Kapp K5 3645. (Savoy & Monogram)—The music of the Near East seems to have fascinated a substantial number of record buyers. One of the better groups specializing in this music in this one, fronted by Artie Baranbaum. In his latest Kapp release, he offers extremely strange versions of the elusive, mysterious-sounding music, played on the authentic instruments. One surprise entry, however, is the Latin formula, "Maurit," which is given the full Arabian Nights treatment.

*** **RUSSIAN FAIR**
Don Cosack. Chas. (Jeroff) Dece. DL 10616 & DL 10616. (Savoy & Monogram)—The famed Don Cosack choir, led by Serge Jaroff, has developed a substantial following over the years. Those who edition

(Continued on page 32)

"SLOW MOTION"
Wade Flemons
veejay 321

"CRYING FOR MY BABY"
Harold Burrage
veejay 318

DEE CLARK
"HEY LITTLE GIRL"
abner 1029

VEEJAY-ABNER
1449 S. Michigan
Chicago 5, Ill.
WE 9-3970

THE
SECOND
BY

Johnny and the Hurricanes

on WARWICK M-509

RED RIVER ROCK
b/w BUCKEYE

(following "CROSSFIRE" M-502—two months on the charts)

United Telefilm Records, Inc.

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"BAHIA"

HIFIRECORD R 364

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Grammer belts out such tunes as "A Thousand Miles Ago," "Poor Old Heartsick Me," "Midnight," "Give Myself A Party," "Sweet Kitty Wells," "How's The World Treating You" and "My Lucky Love." Top country fare.

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IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

• Reviews and Ratings of New Albums

• Continued from page 30

★★★ GOOD SALES POTENTIAL

the group's robust voices and hearty arrangements will find this latest LP to their liking. It features rollicking sound, excellent use of stereo and attractive music, mainly in the folk idiom, of course. Should result in healthy public response.

JAZZ ★★★

★★★ I COVER THE WATERFRONT Johnny Martell, Genn 5902 — Johnny Martell, a young pianist who has a style of his own, the with a few references to Erroll Garner and Art Tatum, comes then solidly here on his second album on the label. He shows off imaginative piano work and strong technique on a group of standards. They include the title tune, "Crazy Rhythms" and "How Deep Is the Ocean." There are also some originals, of which the best are "Baltic Rock" and "Frenz." Martell is a lad to watch.

SPECIALTY ★★★

★★★ ITALIAN WEDDING IN STEREO! Stereo Mousarum, Kapp KR 321. Stereo & Mousarum's bright musical potion designed with the pinpoint music technique in mind. The happy wedding band with its brass and accordion approach actually strongly resembles a Polish act, as it plays waltzes, polkas, mazurkas and a tarantella. Strictly speaking, it's dance music of a specific genre and in its market it can be a good long playing item. For specialty merchandising only.

FOLK ★★★

★★★ MOUNTAIN MUSIC BLUEGRASS STYLE Folkways FA 3318—A top collection of hill numbers are performed here in sparkling and authentic style by a group of artists including Stanley Robby, Tex, Logan, Don Stoner, B. Luby, Chubby Anthony, Earl Taylor and the Stony Mountain Boys. Bob Baker and the Stony Mountain Boys and others. The set is unstated in knowledge and interesting flavor by Mike Seeger,

who goes into the history and background of the music and the artists. For fans of the genre it's a mighty rewarding set.

LOW-PRICE POPULAR ★★★

★★★ TOMMY EDWARDS Lion L 7018—There are artistic wags by Edwards, some at least of which were made in the span of years between his two hit versions of "It's All in the Game." The pleasant backlogs then as now are by Larry Holmes. Numbers include "You Walk By," "My Ship," "Iowa Is a Child," "Except for the lack of top notes, the wags might have been recorded very recently.

★★★ GIRLS AND MORE GIRLS

Various Artists, Lion L 7019—Album of top movie stars, not all known for their singing, put out with reminiscent tunes that were highlights of their careers. Betty Hutton sings "I've Got the Sun in the Moon." Judy Garland has "I'm of My Life." Debbie Reynolds offers "The Tender Trap." Kathryn Grayson thunders "Smoke Gets in Your Eyes," etc. Bargain at the low price especially for the movie fans.

★★★ THE MAGIC WORLD OF CIRCUSES AND CLOWNS FEATURING ROBERT O. LEWIS

Lion L 7018—Charming disk for children by Robert O. Lewis, who alternates his narration of circus and clown songs on six tracks with associated music conducted by Hank Jitters on the other six tracks. Disk has lots of the circus flavor and excitement that should be perfect for "children" of any age. The low price and attractive cover should add to the potential of the disk.

★★★ DESIRE RIDES AGAIN (SELECTIONS)

Lion L 7018—Jack Hunkel, Norman Leyden, RCA Camden CA 848—Bargain show album should do very well with Henry riding along on Broadway. Jack Hunkel is particularly effective on ballad like "Rose Lovely." It's a last heard on Side One ("Anyone Would Love You") for sales clinching demo.

CLASSICAL ★★★

★★★ SCHUBERT: SYMPHONIES NOS. 4 & 6 The London Concerts (Stanford & Schindler-Instrument), Mercury SR 8019. (Stereo & Mousarum)—Both conductors offer fine interpretations of the works; the former Andante of the Symphony No. 4 is especially well performed, and the Scherzo in Symphony No. 6 is handled in fine pace and feeling by Schindler-Instrument. Good stereo sound adds to the total performance.

★★★ PROKOFIEFF: SYMPHONY NO. 1 The London Concerts (Stanford & Schindler-Instrument), Mercury SR 8019. (Stereo & Mousarum)—This greatest of Prokofiev's symphonies gets a beautifully shaped, firm-but-lively interpretation at the hands of Conductor Mousarum. The more fiery passages stand up well under this treatment. The more rugged sections suffer, and some of the sweep of the work is lost. Recent competition will be Columbia's Gennadiy-Philharmonic version. Abstract cover will provide comment.

★★★ TCHAIKOVSKY: NUTCRACKER (SUITE) RAVEL: BOLERO, LA VALSE Concerts of the Amsterdam (Van Beethoven), Epic BC 1827. (Stereo & Mousarum)—The versatility of the Concertgebouw Orchestra is really delineated in this fine LP. Under Van Beethoven's able baton, it produces an elegant version of the Nutcracker Suite, a passionate Bolero and a vivid rendition of La Valse. Inasmuch as it is enormously popular works, the album receives an especially attractive program.

★★★ BEETHOVEN: PIANO CONCERTO NO. 4; MOZART: PIANO CONCERTO NO. 25

Lion Fletcher, Piano with the Cleveland Orch. (Kroll), Epic BC 1828. (Stereo & Mousarum)—Fletcher's reading of Beethoven's Fourth is beautifully poetic and expressive. The Mozart work is not one of that composer's most popular concertos, but Fletcher's approach is inclusive and skillful. Competition on the Beechovs is scarce; the Mozart less so.

★★★ BEETHOVEN: PASTORAL SYMPHONY The Vienna Philharmonic (Mousarum), RCA Victor LSC 2318 & LM 2316. (Stereo & Mousarum)—The "war horse" gets a glowing review in the new Mousarum—Vienna Philharmonic version. Beautiful cover shot of the maestro will attract. Stereo lends exquisite feeling that complements the mood of the work.

★★★ FINLANDIA The London Symphony Orch. (Mousarum), RCA Victor LSC 2316 & LM 2316.

(Stereo & Mousarum)—Here in one album are three delightful Finnish short works by Grieg and Sibelius. Use these to make classical contents out of casual buyers. Sound is superb. "Finlandia" (Disc 1, side 2) makes ideal demo. Also makes an effective stereo demonstration.

★★★ STRAUSS: LE BEAU DANTELIEFFEN; CAFFE PHARMACEUTIC Berlin Radio Sym. (Gennadi), Deutsche Grammophon DGN 711013—Three performances sparkle—truly in champagne. Too often, both works are approached ponderously. Not here. Conductor Shostakovich has a light touch which is felt through. Good sound, too.

★★ MODERATE SALES POTENTIAL

POPULAR ★★

★★★ THE MOON AND THE STARS Harry Arnold Orch. Mercury SR 80088. (Stereo & Mousarum)—Delightfully orchestrated and performed mood music, with tones keyed to stars, moon and the celestial scene—"Count Your Stars," "Moonlight in Vermont," "Stairway to the Stars," etc. The Arnold group features strings and woodwinds in a slow, dreamy ballad, similar to that heard on earlier Jackie Gleason albums. Attractively listened, well recorded with the only drawback being the lack of some power in the overly competing mood field.

FOLK ★★

★★★ CALIFORNIA TRAVELS Lord Jazzer & His Calypso Group, Folkways FW 8733—Lord Jazzer, one of the better known of the island troubadours, went to Europe for the Brussels Fair, and sings of "Beautiful Belgium" and Germany. He also has timely and interesting comments directed to Governor Faubus and Fidel Castro. Accompanying booklet gives words and music for sing-along sessions. The calypso market is less strong than formerly, disk rates attention. Attractive cover.

CLASSICAL ★★

★★★ ELIZABETHAN AND JACOBAN AYRES, MADRIGALS AND DANCES New York Philharmonic (Greenberg) Decca DL 7904 & DL 7446. (Stereo & Mousarum)—Merely, Dowland, Bird, Gibbon and other 16th century composers are splendidly dealt with here. Counter-tenor Hans Oberlin

(Continued on page 43)

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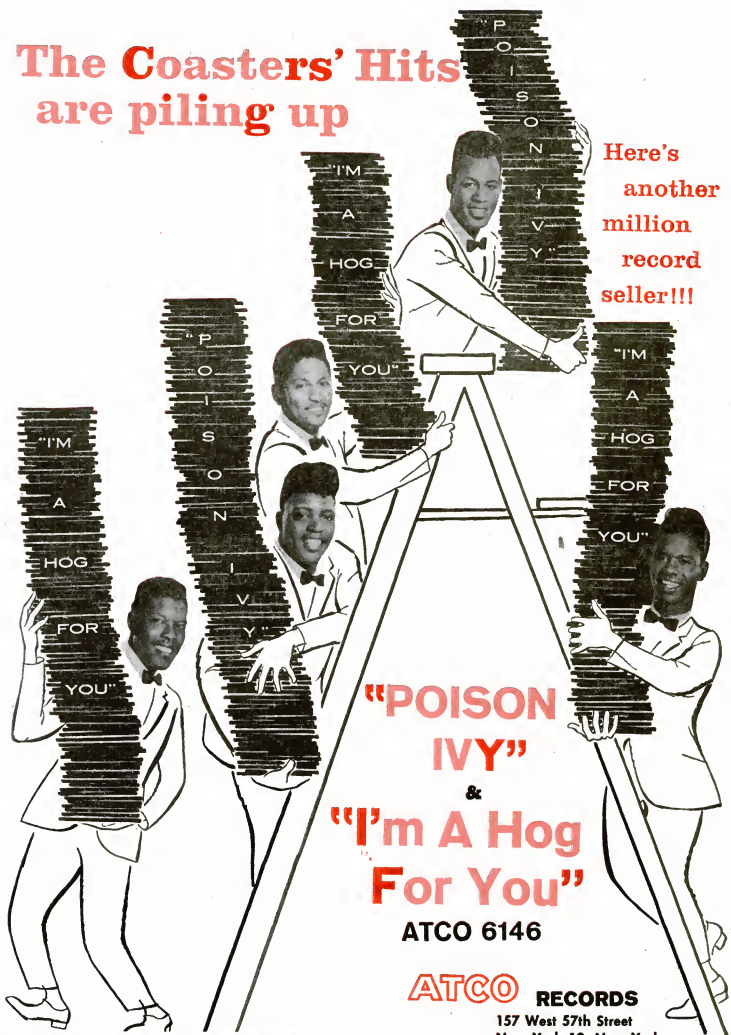
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IVY"
&
"I'm A Hog
For You"**

ATCO 6146

ATCO RECORDS

157 West 57th Street
New York 19, New York

HONOR ROLL OF HITS

TRADE MARK: REG.

THE NATIONS TOP TUNES

For survey week ending August 8

This Week	Last Week	Chart	This Week	Last Week	Chart
1. A Big Hunk o' Love	3	6	6. What'd I Say	11	4
By Schroeder & Wyche—Published by Elvis Presley Music (BMI)			By Ray Charles—Published by Progressive (BMI)		
BEST SELLING RECORD: Elvis Presley, Via 7600.			BEST SELLING RECORD: Ray Charles, Atlantic 2031.		
2. There Goes My Baby	5	7	7. The Three Bells	19	2
By Patterson J. Treadwell—Published by Jai Patterson (BMI)			By Dick Manning and Jean Villard—Published by Harris (ASCAP)		
BEST SELLING RECORD: Drifters, Atlantic 2025.			BEST SELLING RECORD: Browns, RCA Victor 7555.		
3. My Heart Is an Open Book	4	9	8. Lavender Blue	8	6
By Hal David-Lee Pockros—Published by Sequences (ASCAP)			By Larry Morey & Elliot Daniel—Published by Joy (ASCAP)		
BEST SELLING RECORD: Carl Dobkins Jr., Deo 3080.			BEST SELLING RECORD: Sonny Turner, Big Top 2016.		
RECORD AVAILABLE: Jimmy Dean, Col 41265.			9. What a Difference a Day Makes	12	8
4. Lonely Boy	1	11	By Greer-Adams—Published by R. B. Marks (BMI)		
By Paul Anka—Published by Sparks (BMI)			BEST SELLING RECORD: Dinah Washington, Mer 71435.		
BEST SELLING RECORD: Paul Anka, ABC-Paramount 16022.			10. Waterloo	7	10
5. The Battle of New Orleans	2	15	By Wilkie-Louthermill—Published by Cedarwood (BMI)		
By Jimmie Driftwood—Published by Wardes (BMI)			BEST SELLING RECORD: Stonehill Jackson, Col 41293.		
BEST SELLING RECORD: Johnny Horton, Col 41319.			RECORD AVAILABLE: Homer & Jethro, Via 7585.		
RECORDS AVAILABLE: Jimmie Driftwood, Via 7514; Vaughn Monroe, Via 7695; Pva Seger and Frank Hamilton, Folkways 201; Buddy Starcher, Starkey 439.			Second Ten		
11. Forty Miles of Bad Road	10	7	16. Here Comes Summer	21	4
By Duane Eddy and Al Casey—Published by Greymark Music (BMI)			By Jerry Keller—Published by Jaymar (ASCAP)		
BEST SELLING RECORD: Duane Eddy, Jamie 3126.			BEST SELLING RECORD: Jerry Keller, Kapp 277.		
12. Tiger	6	8	17. What Is Love	24	3
By Otis Jones—Published by Roosevelt Music (BMI)			By Frankie-Vasco—Published by Planetary (ASCAP)		
BEST SELLING RECORD: Fabian, Chancellor 1087.			BEST SELLING RECORD: Playmates, Roulette 4160.		
13. Lipstick on Your Collar	15	12	RECORDS AVAILABLE: Pat O'Day, Crest 100; Terry & Jerry, Chess 240.		
By Lewis-Gochring—Published by Joy (ASCAP)			18. Mona Lisa	25	2
BEST SELLING RECORD: Connie Francis, M-G-M 12795.			By Jay Livingston and Ray Evans—Published by Famous (ASCAP)		
14. It Was I	17	3	BEST SELLING RECORD: Carl Mann, Phillips International 5539; Conway Twain M-G-M 12804.		
By Gerry Paxton—Published by Tinsley-Desert Falls (BMI)			19. Sweeter Than You	14	6
BEST SELLING RECORD: Skip & Flip, Burt 7002.			By B. Knight—Published by Hilliard (BMI)		
15. Sea of Love	9	3	BEST SELLING RECORD: Ricky Nelson, Imperial 5595.		
By G. Khoury & P. Battiste—Published by Kamar (BMI)			RECORD AVAILABLE: Gaylords, Mercury 71450.		
BEST SELLING RECORD: Phil Phillips, Mer 71455.			20. My Wish Came True	16	5
			By Henry Joe Hunter—Published by Defand (BMI)		
			BEST SELLING RECORD: Elvis Presley, Via 7600.		
Third Ten			26. I'm Gonna Be a Wheel Someday	-	1
21. Just a Little Too Much	20	5	By Haves, Bartholomew-Domino—Published by Travie (BMI)		
By J. Burrows—Published by Hilliard (BMI)			RECORDS AVAILABLE: Pat Domino, Imperial 5606; Bobby Mitchell, Imperial 5475.		
RECORD AVAILABLE: Ricky Nelson, Imperial 5595.			27. Small World	23	4
22. Thank You Pretty Baby	28	3	By Syre & Southam—Published by Chappell (ASCAP)		
By Bruno-Cris—Published by Eden (BMI)			RECORD AVAILABLE: Johnny Mathis, Col 41410.		
RECORD AVAILABLE: Brock Benson, Mer 71478.			28. Kissin' Time	-	1
23. Personality	13	14	By Cal Mann—Published by Lava (ASCAP)		
By Logan & Price—Published by Lloyd-Logan (BMI)			RECORD AVAILABLE: Bobby Rydell, Cameo 167.		
RECORD AVAILABLE: Lloyd Price, ABC-Paramount 10018.			29. I Want To Walk You Home	-	1
24. Ragtime Cowboy Joe	18	5	By A. Domino—Published by Albo-Eversall (BMI)		
By Mike Clark-Archambault—Published by Rubbin-Fisher-Alfred (ASCAP)			RECORD AVAILABLE: Pat Domino, Imperial 5606.		
RECORDS AVAILABLE: Eddy Howard, Mercury 30058; David Seville & the Chipmunks, Liberty 55206; Jack Venturini, M-G-M 12644.			30. Robbin' the Cradle	-	1
25. Till There Was You	-	1	By Anthony J. Bellin—Published by Wonder (BMI)		
By Meredith Willson—Published by Frank (ASCAP)			RECORD AVAILABLE: Tony Martin, NRC 623.		
RECORDS AVAILABLE: Anna Bryant, Carlton 512; Barbara McNair, Coral 41921; Tommy Price, Epic 9302; Chico Sesma, Via 7605.					

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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

SIDNEY STOCKHOLM BOSTON AMSTERDAM MADRID COPENHAGEN

BELFAST BUDAPEST MELBOURNE HONOLULU OSLO AMSTERDAM NASHVILLE PHILADELPHIA ROME

PARIS COPENHAGEN BUDAPEST BELFAST MELBOURNE OSLO HONOLULU HOLLYWOOD ROME

INTERNATIONAL STARS WITH ANOTHER
WORLD-WIDE **HIT**

The Everly Brothers
 ('Til) I KISSED YOU
c/w
 OH, WHAT A FEELING

CADENCE 1369

Cadence Records Inc., 119 West 57th Street

NEW YORK LONDON DETROIT BERLIN LISBON ANTWERP CHICAGO

& TOMORROW'S TOPS

BEST BUYS

These records, all of those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

***(T.M.) I KISSED YOU**.....The Early Brothers
(Acutt-Rose, BMI), Cadence 1369

POBY.....Wina Simone
(Mills, ASCAP) Bethlehem 11021

***I'VE BEEN THERE**.....Tommy Edwards
(Korwin, ASCAP) M-G-M 12814

***LINDA LU**.....Ray Sharpe
(Oregmark, BMI) Jamie 1128

I AMN'T NEVER.....Webb Pierce
(Cedarwood, BMI) Decca 30923

***MARY LOU**.....Ronnie Hawkins
(Patricia, BMI) Roulette 4177

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength through the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn as early listing on the Hot 100.

1. **TWICE AS NICE**.....Clide McPhee, M-G-M
2. **POISON IVY**.....The Coasters, Atco
3. **OUR LOVE**.....The Riteboys, Cond
4. **HAPPY LONESOME**.....Marion, Sandy
5. **ROMEO**.....The Cadillac, Judo
6. **HOLD ON**.....Ed Townsend, Capitol
7. **THE THREE BELLS**.....Dick Flood, Monument
8. **THE MUMMY**.....Bob McFadden, Brunswick
9. **THE SHAPE I'M IN**.....Johnny Resto, RCA Victor
10. **HEY LITTLE GIRL**.....Doc Clark, Abner
11. **SWEETIE PIE**.....Bob Crowe, U.T.
12. **LOVE ME NOW**.....Jesse Farmer, Imperial
13. **ROULETTE**.....Rena Cawsey, Cub
14. **MAKES THE KNIFE**.....Bobby Darin, Atco
15. **CHAPEL OF DREAMS**.....The Dubs, Cons

HOT 100: A TO Z

A Big Mouth 'n' Love	1
A Girl Like You	2
A Little More Than Ever Before	3
Angel Face	4
Angels Lined In, The	5
Baby Talk	6
Beach Time	7
Beach, The	8
Bobby Sox in Stockings	9
Broken Hearted Melody	10
Caribbean	11
Clas Clon Sambo	12
Don't Tell Me Your Troubles	13
Danny Ray	14
Don't Tell Me Your Troubles	15
Early Miles of Red Road	16
Frankie	17
For Me	18
For Me	19
Half Breed	20
How Come Summer	21
High Heels	22
Humorous	23
I Ain't Never	24
Only More Back for You	25
Just Get Johnny	26
Want to Walk You Home	27
You Love Me	28
Will Be Settling	29
Will Be Settling	30
Will Be Settling	31
Will Be Settling	32
Will Be Settling	33
Will Be Settling	34
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Will Be Settling	44
Will Be Settling	45
Will Be Settling	46
Will Be Settling	47
Will Be Settling	48
Will Be Settling	49
Will Be Settling	50

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

FRANKIE AVALON

JUST ASK YOUR HEART (Rambled, BMI) — TWO FOOLS (Avalon, BMI)—Avalon has two strong sides that should account for heaps of coin. "Just Ask" is a rocker which he handles with drive. "Two Fools" is also on the rocker order, but a bit more mild. Both should score. Chancelor 1048

CONNIE FRANCIS

PLENTY GOOD LOVIN' (Franco, ASCAP) — YOU'RE GONNA MISS ME (Aida, ASCAP)—The thrush has two strong bids to follow her current big two-sided. "Plenty Good Lovin'" is a ballad with beat that she sings with feeling. "You're Gonna Miss Me" is a rockaballad that she chirps appealingly over a warm ork and chorus assist. M-G-M 12824

PAUL ANKA

DON'T EVER LEAVE ME (Spanka, BMI) — PUT YOUR HEAD ON MY SHOULDER (Spanka, BMI)—Anka has two lush rockaballads to which he applies a highly salable sound. Both are strong contenders, and he should have a two-sided click with his latest effort. ARC-Paramount 10040

THE FLAMINGOS

LOVE WALKED IN (Chappell, ASCAP) — YOURS (Marks, BMI)—The group can score again with either of these hot sides. "Love Walked In" is given a strong interpretation by the lead voice with complementary group support. "Yours" is warbled just as strongly. Both are given rockaballad treatments, and either can step out. End 1055

THE FLEETWOODS

YOU MEAN EVERYTHING TO ME (Balcones, BMI) — MR. BLUE (Cormontone, BMI)—The group appears a good bet to register again with these attractive sides. "You Mean" is an interesting rockaballad type that they sing softly over smooth ork backing. "Mr. Blue" is also a strong bunk of material, and they present it smartly. Either can make it. Dolton 5

RAY PETERSON

COME AND GET IT (Nasta, BMI) — MY BLUE ANGEL (Leeds, ASCAP)—"Come and Get It" is a rhythmic effort which Peterson sells strongly. "My Blue Angel" is pretty rockaballad that provides a strong coupling. Either could be a repeater to "The Wonder of You." RCA Victor 7578

THE FALCONS

YOU'RE MINE (Tippy, BMI) — COUNTRY SHACK (West-Higgins & Unart, BMI)—The group comes thru with fine readings on two bright tunes. "You're Mine" is an infectious rocker-type. "Country Shack" is also an up side, and the verveful vocal should attract coin aplenty. Unart 2022

BILL JUSTIS

FLEA CIRCUS (Justis, BMI)—Justis has his strongest pitch since "Raunchy" with this bright, driving instrumental. It's a potent, danceable and racy side that can easily catch on with the kids. Flip is "Clowning." (Justis, BMI). Phillips International 3544

VERNON TAYLOR

MYSTERY TRAIN (Hi Lo, BMI) — SWEET AND EASY TO LOVE (Knox, BMI)—Vernon could have a berth on the charts by way of these two fine sides. "Mystery Train," an early Presley hit, is given a first-rate rockaballad reading. "Sweet and Easy" is a happy rocker, and Taylor applies a zestful approach. Sun 325

POP SONG

LA SHABLA (THE SHOVEL) (Raphael, ASCAP) — The Gaylords, Mercury 71503, Heint Rene, Imperial 5613, Danny Roma, Hanover 4532—These are the current waxings on what could be a big tune. The charming Latinism item will probably come in for lots of play. The Gaylords offer a strong group vocal on the song. The Rene version is handled by a male chorus, and Roma has the first solo outing on the attractive theme. Flip of the Roma disk is "Sabatini," (Raphael, ASCAP). The Rene coupling is "Destiny," (Boston & Swan, ASCAP). The Gaylords' platter has "Jesse James," (Vivo, BMI) for a coupling.

**FASTEST BREAKING RECORD
IN SWAN'S HISTORY!**

**FREDDIE
CANNON'S**

Smash Follow-up to "TALLAHASSEE LASSIE"

OKEFENOKEE

SWAN #4038

BILLY & LILLIE'S BELLS, BELLS, BELLS *ALREADY BIG, BIG, BIG!*

SWAN #4036

SWAN
RECORDS

1405 LOCUST ST., PHILADELPHIA, PA.

Reviews of THIS WEEK'S SINGLES (continued)

SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve exposure.

POP TALENT

DONDO GREFFE

*** **CRY, BABY** (Advanced, ASCAP)—IS YOU IS OR IS YOU AINT' (Leeds, ASCAP)—Miss Greffe has two good initial waltzes. Both tunes are warbled impressively over jazz-type backing. Spins by pop and jazz jocks should be appreciated. Chicks is a talent to watch. (Times 1014)

DARLENE MCKREA

*** **YOU (Patricia-Amico, BMI)—YOU MADE A FOOL OF ME** (Patricia-Amico, BMI)—The canary bows on disks with two excellent readings. "You" is a tender rockaballad which she delivers with feeling. "You Made a Fool of Me" is a rocker which she also handles to strong effect. (Roulette 4173)

POP DISC JOCKEY PROGRAMMING

BINKY NOVAK

*** **SUMMERTIME IN VENICE** (Pickwick, ASCAP)—IF THIS IS LOVE, I'VE HAD IT (Leeds, ASCAP)—The Novak rock presents lush instrumental settings of the pretty tunes. Both offer spinable material for adult or teen sets. With exposure either could also step out sales-wise. (Todd 1036)

★★★★★

VERY STRONG SALES POTENTIAL

LOUIS PRIMA & KEELY SMITH

*** **MY CONFESSIN' (THAT I LOVE YOU)—DOT 15978**—The duette is delivered in shuffle-pa rhythm by the duo. Spinable side for jockes and a likely strong mover for coin. (Bourne, ASCAP)

*** **NIGHT AND DAY**—The Porter standard is given a vigorous vocal with an interesting rhythmic twist. Side appears a strong contender. (Harmy, ASCAP)

THE DAWNS

*** **How Deep Is the Ocean—CLIMAX 104-A**—A slow and sincere reading of the Berlin standard. There's a lot of feeling here and it could result in activity for the side. Worth watching. (Berlin, ASCAP)

*** **Why Did You Let Me Love You?**—The new group turns in a rather familiar rock group sound on a pulsing ballad that's a pleaser. Fair prospects. (Greta, BMI)

THE FIDELITIES

*** **MARIE—SIR 271**—The wonderful Irving Berlin song is handled here in full fashion by the boys over first-rate backing by the orchestra. This is an infectious side that could catch on. (Berlin, ASCAP)

*** **The Invitation**—The Fidelities bow on the label with a tearful reading of an invitation to a wedding that brings back unhappy memories. (Raleigh, BMI)

LARRY WILLIAMS

*** **MY BABY'S GOT SOUL—CHESS 1736**—A slow and persuasive ballad reading by Williams. Interesting lyrics with a soft backing by the chicks and some fine strutting from the woods by Williams. Side is worth watching. (Arc, BMI)

*** **Everyday I Wonder**—Larry Williams turns in a medium-beat on his initial outing on this label, chicks support him in the good vocal effort. (Arc, BMI)

CLIFF RICHARD

*** **Living Doll—ABC-PARAMOUNT 10042**—Tune has been waxed by David Hill. Richard hands the medium-beat tune a British charmer. (Maurice, ASCAP)

*** **Aprax Strings**—The English chanter registers well on the rocker. Flip, however, appears the more important side. (Daniels, ASCAP)

JODY REYNOLDS

*** **THE STORM—DEMON 1519**—Reynolds returns to his laid ways with this serious tale of a lonely and lovesome young man. This side could catch coins. (Trinity-Rush, Johnstone, Monte, BMI)

*** **Please Remember**—Jody Reynolds performs this touching ballad in warm, intimate style over very simple rock backing. (Elizabeth-Maytime, BMI)

MOON MULLICAN

*** **THE WRITIN' ON THE WALL—DECCA 30962**—Country tune is given a good swing by Mulligan. Side can move for big pop and c&w. coin. (Cedarwood, BMI)

*** **Cush Cush Ky-Yay**—Mulligan chants the countryish tune with appeal over plucked string backing. Flip, however, appears the side to watch. (Acuff-Rose, BMI)

BERT WEEDON

*** **BLUE GUITAR—TOP RANK 2012**—Interesting blues side features twangy guitar over mildly driving combo support. Danceable side could take off with flips. (True Blue, ASCAP)

*** **Beer's Boogie**—Top-flight British artist has twangy guitar side that can step out. Medium-beat blues has a contagious sound. (Jaro, BMI)

BOBBY FREEMAN

*** **WHERE DID MY BABY GO?—JOSIE 867**—Mild rocker sort with a gospelish flavor is nicely handled by the chanter. Side has a chance. (Benell, BMI)

*** **My Guardian Angel**—Good rockaballad gets an emotional belt by Freeman over a good chorus and arr. assist. Side can attract. (Helson-Benell, BMI)

★★★ GOOD SALES POTENTIAL

FREDDIE HART

*** **Chain Gang—COLUMBIA 41465**—Folish medium-beat tells the story of a lad who loved to work. It's an interesting tune that can pop c&w. and pop rock. (Famper, BMI)

*** **Rock Bottom**—Mild rock ballad is waltzed appreciably by Hart with a charm assist. Also a contender for pop and c&w. coin. (Gordon West, BMI)

OSIE SMITH

*** **Song of the Dreamer—CITATION 1042**—Tender ballad with beat is handled nicely by Smith over a lush, romantic rockaballad arrangement. It can move, if played. (Ludlow, BMI)

*** **My Thrive**—The side is treated in a modern, swingy treatment by the artist. It can move as well as the flip. (Frank, ASCAP)

FRANK VERNA

*** **Swampwater Secret—WYNNE 112**—Dust track on a cha cha tune by the singer. Can catch could attract with exposure. (Joy, ASCAP)

*** **Tell Me A Latin Beat**, applied to a ballad type tune, provides the framework for Verna's Italian and English style interpretations. (Melita, BMI)

THE DONNYBROOKS

*** **Break the Glass—CALICO 188**—Calico type duty is sung strongly by the group. Side takes exposure. (Calico, ASCAP)

*** **Everytime We Kiss**—Rockaballad is handled pleasantly by the group. Good rock accompaniment helps. (Calico, ASCAP)

ELLEN VAN VALEN

*** **I Really Don't Want to Know—TODD 1035**—Ballad with beat is handled with drive by the Dutch. Good rock work brings all the way. Strong piece of material. (Todd, BMI)

*** **I Wish I Didn't Love You So**—The side is sung rockaballad style over a big, lush arrangement. Side can move. (Famper, ASCAP)

HOMER AND JETHRO

*** **The Battle of Kookanoo—BICA 1785**—Homer and Jethro turn in a modern day version of "The Battle of New Orleans" that should tickle their fans. (Wardle, BMI)

*** **Waterloo**—The current hit is handled a new reading by Homer and Jethro as they tell of a policeman who has not his Waterloo. (Cedarwood, BMI)

BUDDY MORROW ORK

*** **Scramble—BICA 1786**—The Buddy Morrow cover comes this time with a smoother and they play it with a lot of drive and guts. It moves, and it could grab some juke hit. (Gavin, BMI)

*** **Tell Stars—A new (flirt effort)** is handled in swing style by the singer. Side has a lot on this instrumental effort. Two strong sides by the ork. (Moore Mile, BMI)

JASON GRANT

*** **Home of Cards—20th FOX 151**—Jason Grant tells a tearful ballad in strong style over a lush backing. The boys can sing, and the side has a chance. (Intone, BMI)

*** **Don't Matter**—On an up-tempo ballad the singer shows some with a lot of good vocalizing. Watch this side (GIL, BMI)

GENE REDD

*** **Red River Rock—KING 5250**—A rocking version of the record now coming up by Johnny and the Heartbeats. The version won't catch that one, but it can turn a share of the heat.

*** **Kooky Rock**—The side has a rocking version of the Four Tops as played by Gene Redd and his combo. Two good dance instruments.

CARL PERKINS

*** **One Talent to Louisiana—COLUMBIA 41464**—His baby hit paid his fare to conditions and he's really hot. It's a pounding effort painting a picture of sadness. Good wax. (Cedarwood, BMI)

*** **I Don't See Me in Your Eyes—Perkins**—Perkins has a bit of a switch in his unusually dark piece of a smooth mood rockaballad reading of the side by Benjamin & Wain. His works with a theme and it's effective. (Laud, ASCAP)

ANNITA RAY

*** **Yes Always Start the One You Love—JAMIE 131**—The side, once a month for the Mith Brothers, gets the rock and roll treatment by the girl. Side can catch. Nice performance. (Puckett, ASCAP)

*** **Someday, I'm Comin' Home**—Musically, this is a beautiful ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

JIM SWEENEY

*** **The Buzzard and the Owl—COLUMBIA 41463-A**—Jim cutting by Sweeney on an old and familiar folkie tune theme. The side sounds it out in a style that could result in movement. (Acuff-Rose, BMI)

*** **I'd Follow You—Sweeney**, once a month for the Mith Brothers, gets the rock and roll treatment by the girl. Side can catch. Nice performance. (Puckett, ASCAP)

*** **Don't Forget to Remember—Sweeney**—The side is a pretty ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

JORDAN BROTHERS

*** **Drum Romance—JAMIE 1135-A**—The side is a pretty ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

DAVIDEN SISTERS

*** **Don't Forget to Remember—Sweeney**—The side is a pretty ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

*** **Don't Forget to Remember—Sweeney**—The side is a pretty ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

*** **Hoppy Moe Joe—Hoppy Moe Joe** is a comedy song. Moe Joe is a comedian and the girls give a fair strong reading aided by a deep-voiced cat. (Snooban, BMI)

ALLAN CHASE

*** **Life Is Just a Bowl of Cherries**—The side is a pretty ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

*** **All by Myself—Chase**, lead man of the Four Vines, turns to a solo effort and it's a mighty dramatic. Frankie Lane side. (Berlin, ASCAP)

THE SAUCERS

*** **Why Do I Dream—FELCO 160**—A slow and pulsing ballad is the framework for this penetrating question. The boys hand it a nice performance with a warm, high, voiced obligato back of the lead melody. An interesting side in right area. (Cherie, BMI)

*** **Cha Waltz Romeo—The Lina**—Inference is shown on this rocker with a chorus repeated off. It's about a girl, and it has a sound and a rhythm. Worth a hearing. (Cherie, BMI)

LISA KIRK

*** **Nerd Yoo Moo—M-G-M 12818**—Lisa Kirk handles the duette with warmth and feeling over a good arrangement by producer Ray Ellis. Side could get some action if exposed. (St. Louis, BMI)

*** **Ring On Your Finger**—Through comes this with a fast-rate reading of a pretty new piece of material. Side has a lot of spins. Good wax by thrust. (Chapell, ASCAP)

WAYNE HOLLERS

*** **Dance in the Sand—DEL F 421**—The chatter tells a swinger rocker with a lot of spirit over a nice arrangement featuring good bangs work. This side has a chance. (Triumph-Bobby Tunes, BMI)

*** **Why?**—Wayne Hollers sings this side of a lot of love with much feeling over a warm arrangement. Side has a chance. (Triumph-Bobby Tunes, BMI)

JOSH WHITE

*** **See Saw—DECCA 3087**—Lushly-paced rockaballad is sung neatly by the singer with guitar and chorus backing. Attractive side could move with exposure. (Crownwell, ASCAP)

*** **Longing**—Pretty Latinish melody is changed with appeal by the singer. This side has a chance with plays. (Crownwell, ASCAP)

MARY SWAN

*** **Crab in the Chapel—UNART 303**—Mary Swan's first on her new label is a pleasant reading of the side. She is given good accompaniment. Side rates spins. (Valley, BMI)

*** **Dance!**—"Twentieth-century" is a pretty swinging side. Side could catch. (Barbary, ASCAP)

JERRY COULSTON

*** **Rock-Boa—CHRISTY 112**—Coulston is a pretty swinging side. Side rates spins. (Rambert, BMI)

*** **Live Man Rock—Upward**—The side is a bit on the wild side. Side could catch. (Rambert, BMI)

WILLIE WALKER

*** **Pea Pods—MOTIF 015**—An interesting side of material. Walker sings with a strong accompaniment. Side is worth spins. (Redden-Naco, BMI)

*** **Little Girl—Ecca-A**—Bluesy number with some. Walker sings to the girl. Side has a chance. (Redden-Naco, BMI)

*** **Don't Forget to Remember—Sweeney**—The side is a pretty ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

FRANKIE CASTRO

*** **Shower Love—WHITEHALL 30001**—Castro turns on the new label with a warm reading of a pretty ballad over smooth backing. This side has a chance for spins. (Knottwood, ASCAP)

*** **Don't Let the Wax Love Come—Hopp**—The side is a pretty ballad of her own doing. The side is nicely handled with effective chord backing. A pleasant side. (Germant, BMI)

(Continued on page 41)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Starday has inaugurated its package-program with the release of two long-play records. One is titled "Banjo in the Hills" and contains 16 songs (featuring the five-string banjoing by various artists,

including the Stanley Brothers, Carl Story, Bill Clifton, Jim Fames and Jim and Jesse. The other is titled "Preaching, Praying, Shouting and Singing" and consists of 16 gospel tunes featuring the five-string banjo work by such performers as Carl Story, the Lewis Family and the Southerland Trio. . . . Skeeter Davis, currently on tour with the Ernest Tubb unit, has been contracted to appear as a regular on "Grand Ole Opry." She has been a guest on "Opry" on numerous occasions. Skeeter has had her "Set Him Free" in the charts since March and last week had a new RCA Victor release in "Give Me Death" b.w. "Homebreaker."

The seven-day tour, which Ramin' Lou, deejay at WJLA, Niagara Falls, N. Y., has lined up for Hank Snow and His Rainbow Ranch Boys starts September 1 at Oshawa, Ont., and follows with Dunnville, Ont., 2; Syracuse, N. Y., 3; Lima Lake, N. Y., 4; Batavia, N. Y., 5; Niagara Falls, N. Y., and Dunkirk, N. Y., 7. Ramin' Lou and his own group, the Twin Pine Mountaineers, will appear with the Snow unit on all the dates. On September 20, Lou has Wima Lee and Stony Cooper, Grand Jones and Mac Wheeler set for two shows in Niagara Falls, N. Y.

Dave Barnes, editor of Country Western Record Review, English monthly devoted exclusively to country music, writes: "Nearly all record men are now issuing country music this side. We have had some good ones out on the Melodic label, all from the Starday catalog and with other U.S. record firms like to send samples, I will do all I can to get them heard over here and give them publicity. I would also like for c.w. artists to send me hiogs and photos for publication in my magazine. Should anyone desire a sample copy of my publication, have them write at 4 Morceton Court, Drum Hill Dover Road, Walmer, Kent, England."

Doris Cooney, of 226 32d Street, Brooklyn, reports that the country and western show, "Hometown Frolics," has been canceled off of Station WNTA and that country music fans in the area are making "very effort" to get it back on the air. Recently, Miss Cooney says, Paul Kisanders, of Station WABC, New York, has approached Doris Larkin, of "Hometown Frolics," and metovert interest in doing the show for WABC. However, Kisanders wants to be convinced of the show's strength in that area and thus has asked for mail from those interested in getting the c.w. seg back on the radio in the area. Miss Cooney urges that those interested in country music drop Kisanders a line.

Chet Atkins, guitar virtuoso and director-producer at the RCA Victor studio in Nashville, is playing the Carousal Club in Printers' Alley, that city, "just for kicks." Chet has produced three of the tunes we're hearing a lot of these days, Eddy Arnold's "Tennessee Stud," Floyd Robinson's "Makin' Love" and the Brown Trio's "Three Bells." A Little Elder Long postcard from St. Petersburg, Fla., that everything's going great with her in that sector. She's been working personally in the area and doing good shows on Ernie Lee's TV-er over WTVT. On August 8, Elder played the Baker's Convention at the Temple Terrace Hotel in Tampa.

The Louvin Brothers' new Capitol release, complex "You Are Learning," a true c.w. ballad, with "My Curly-headed Baby," an up-tempo tune. The Louvins show their wares at the Flame Theater Cafe, Minneapolis, August 19-22. . . . The Duke of Paduchuk Little Jimmy Dickens package plays the fair at West Liberty, W. Va., August 25, and follows with Hillsboro, Ill., August 26; Anna, Ill., 27, and Bridgeport, Ill., 28. . . . George Morgan and Carl Perkins are set for a four-day stand at Springlake Park, Oklahoma City, August 26-29. . . . Brenda Lee and Carl Perkins take their group to the Clinton County Fair, Wilmington, O., August 25-26. . . . The Miami Beach-Pee Wee King package is routed for the fairs at Walton, N. Y., August 22; Malone, N. Y., 24-25, and Woodfield, O., 26.

Webb Pierce, whose newest release on the Decca label spotlights "I Ain't Never," stops off at Dubuque, Ia., August 21, and Cedar Rapids, Ia., 22-23. . . . Carl Smith and his hand are set for a square dance in Nashville August 25. . . . Hardrock Center, of WVA, Wheeling, W. Va., and Lon Lowery, of KTRH, Houston, are programming Tommy Dandrea's "D" recording of "The Bee That Won the Baseball Game" just before and after the baseball warm-ups on their respective stations. . . . Johnny Horton's dead, John L. Horton, passed away recently in Rust, Tex.

A new country and western-rack record, called "Country Star Jambores," made its how Sunday (16) at the Mephr Building, Mt. Ephraim, N. J., where it will be a weekly feature, offering a show and dancing. Featured will be Lefty King and His Rangers, heard on the Red label, with Hank Smith and Jimmy Clea handling the emcee chores. Guests stars will augment the regular cast every week. Guests at the evening were Shorty Long and His Sautin Fe Rangers, Jack Day and Emily Starr. Jimmy Clea is unit manager.

Betty Foley and hubby are moving from Berea, Ky., to Springfield, Mo., where she becomes a regular member of "Jubilee U. S. A." She'll also tour with "Jubilee" packages headed by her dad, Red Foley, and work persons out of the Top Talent, Inc. office there. Betty's new release on Bandiera Records, "Old Moon" b.w. "Magic Love," is reported catching on.

The recently formed "Tucson Jamboree" is now being simulcast each Saturday, 6-6:30 p.m. over KAIR Radio Kaja, KOLD-TV, Tucson, Ariz. It marks the first simulcast ever offered in that city. Featured are "Tucson Jamboree's" Jack Rivers, and backing him are Rusty Wright, Tommy Crone, Monte Smith, and Rosemary and Wes Rahn. "Tucson Jamboree" recently initiated the only live radio show in Tucson with a daily shot, 12 noon to 1 p.m., on KAIR Radio. . . . Vocalist-piano agent Pat Corbett and Joe Taylor, leader of the Indiana Red Birds, are back to harness W.G. Farnham, Wayne, Ind., after a vacation jaunt to the Great Smoky Mountains area. En route home they stopped off in Cincinnati for a visit with Harry Carlow, of Fraternity Records, and the conductor of this pillar.

The Billboard HOT C & W SIDES

FOR WEEK ENDING AUGUST 23

TITLE, Artist, Company, Record No.

	THIS WEEK	ONE WEEK AGO	TWO WEEK AGO	THREE WEEK AGO	WEEKS ON CHART
1	1	1	1	1	WATERLOO, Stonewall Jackson, Columbia 41393.....11
2	2	2	2	2	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41359.....17
3	3	3	3	3	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374.....15
4	7	20	1	1	THE THREE BELLS, Brenda, RCA Victor 7555.....3
4	4	4	4	4	BID MIMOSSETT, William Lee & Stony Cooper, Hickory 109R.....13
8	18	20	1	1	COUNTRY BELL, Faron Young, Capitol 4233.....5
5	5	5	5	5	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542.....9
10	10	11	1	1	I AIN'T NEVER, Webb Pierce, Decca 30923.....5
6	9	14	1	1	TEB THUSLANDR, Carl Smith, Columbia 41417.....5
11	7	10	1	1	WHO SHOT SAM, George Jones, Mercury 71464.....5
12	19	16	1	1	KATY TOW, Johnny Cash, Sun 321.....5
14	14	22	1	1	GRIN AND BEAR IT, Jimmie Newman, MGM 12812.....4
13	17	25	1	1	PANTHERS, Jim Reeves, RCA Victor 7557.....4
9	6	6	1	1	SOMERSET'S BACK IN TOWN, Wilburn Brothers, Decca 30871.....14
18	15	12	1	1	CARIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41385.....11
17	12	13	1	1	YOUR WILD LIFE GONNA BET YOU DOWN, Kitty Wells, Decca 30890.....7
20	30	1	1	1	JOHN WESLEY HARRIS, Jimmie Skinner, Mercury 71470.....3
30	30	1	1	1	I GOT STRIPES, Johnny Cash, Columbia 41427.....2
24	24	1	1	1	SAILOR MAN, Johnny and Jack, RCA Victor 7545.....2
20	20	1	1	1	LITTLE BUTCH DILL, George Morgan, Columbia 41420.....1
19	13	19	1	1	SUNSHINE KINE TREES, Bill Anderson, Decca 30914.....7
26	26	1	1	1	HUNTER'S JOY, Newkirk Hawkins, Columbia 41419.....2
16	11	8	1	1	BLACK LAND FARMER, Frankie Miller, Starday 424.....19
15	8	9	1	1	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384.....11
21	24	7	1	1	CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524.....11
20	20	1	1	1	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566.....1
25	25	1	1	1	NOTHING BUT TRUE LOVE, Marge Simpson, Starday 443.....3
20	20	1	1	1	I'M BEGINNING TO FORGET YOU, Jim Reeves, RCA Victor 7557.....1
20	20	1	1	1	SPACE ALONG THE RIVER, Stonewall Jackson, Columbia 41393.....5
28	28	1	1	1	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946.....2

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The Billboard HOT R & B SIDES

FOR WEEK ENDING AUGUST 23

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO		WEEKS ON CHART
1	1	4	11	THANK YOU PRETTY BABY, Brook Benton, Mercury 71478.....	5
2	2	1	4	WHAT'D I SAY, Ray Charles, Atlantic 2031.....	6
3	4	1	4	THERE GOES MY BABY, Billie Holiday, Atlantic 2025.....	11
4	3	2	3	YOU'RE SO FINE, Falcons, United 2013.....	13
5	7	6	5	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614.....	14
6	—	—	—	I WANT TO TAKE YOU HOME, Fats Domino, Imperial 5006.....	2
7	11	9	8	LOVELY BOY, Paul Anka, ABC-Paramount 10022.....	10
8	6	9	7	I'LL BE SATISFIED, Jackie Wilson, Brunswick 55136.....	9
9	10	13	10	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339.....	14
10	—	—	—	25 A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600.....	3
11	13	21	—	MY WISH CAME TRUE, Earl Bostine Jr., Decca 30803.....	3
12	—	—	—	I'M GONNA GET MARRIED, Lloyd Price, ABC-Paramount 10032.....	1
13	7	5	2	PERSONALITY, Lloyd Price, ABC-Paramount 10018.....	14
14	11	7	1	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046.....	10
15	22	—	—	WHY CAN'T WE LIVE, Elvis Presley, RCA Victor 7600.....	2
16	15	19	19	TIGER, Fabian, Chancellor 1037.....	4
17	18	—	—	SO HIGH, SO LOW, LeVern Baker, Atlantic 2033.....	2
18	—	—	—	SEA OF LOVE, Phil Phillips, Mercury 71465.....	1
19	9	10	—	PORGY, Nina Simone, Bethlehem 11021.....	8
20	14	14	22	LAVENDER BLUE, Sonny Turner, Big Top 3016.....	10
21	23	16	14	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028.....	10
22	21	15	12	WATERLOO, Stewell Jackson, Columbia 41393.....	7
23	—	—	—	FORTY MILLS OF BAD ROAD, Duane Eddy, Jamie 1126.....	3
24	—	—	—	HIGH HOPES, Frank Sinatra, Capitol 4214.....	1
25	16	26	29	BACK IN THE U.S.A., Chuck Berry, Chess 1729.....	7
26	12	8	5	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435.....	10
27	—	—	—	CRACKIN' UP, Bo Diddley, Checker 924.....	1
28	24	27	15	ONLY SIXTEEN, Sam Cooke, Keen 2022.....	6
29	20	12	13	LIPSTICK ON YOUR COLLAR, Connie Francis, M.G.M. 12793.....	11
30	28	—	—	LEAVE MY KITTEN ALONE, Little Willie John, King 5219.....	2

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GIVE TO DAMON RUNYON CANCER FUND

Reviews of New Pop Records

Continued from page 39

GOOD SALES POTENTIAL

MILTON GRAYSON

*** If I Ain't Necessarily So—KEEN 2102—Grayson comes thru with a good performance of the Gertrude turn over acid backed. Good Jockey record. (Gershwin, ASCAP)

*** You're a Part of Me—The singer handles the slight ballad nicely. (Hermosa, BMI)

THE TWISTERS

*** BANDSTAND ROCKET—FELCO 3014—A real wild, hot, earthy blues instrumental with crowd noises added for effect. A fine dance side that the kids could take to. (Cheer, BMI)

*** Kid Walk—A much slower side than the flip, but still in the low-down blues instrumental with crowd noises added for effect. Another good dance side. (Cheer, BMI)

BOVEY BAKER

*** I'm Angry—FOLX 154—Bovey Baker comes thru with a very interesting reading of a dramatic ballad. Could get spin. (Dorsey, BMI)

*** My Baby—Baker performs this rather in Phil Harris fashion. Flip appears stronger. (DeLuxe, BMI)

JOHNNY DUFFETT

*** Just Give Me Your Heart—BRUNSWICK 55145—The chanter sells this wild effort with feeling over a frantic backing by chicks and the combo. (Newman, ASCAP)

*** Baby, Oh Baby—Johnny Duffett sells this Presley-like ballad in Presley-like fashion. (Northern, ASCAP)

ROBERT LUXE HAINSMAN

*** Girl of My Dreams—GUYDEN 2022—The rock and roll rhythm is set in this standard. Hainsman handles it a little better reading that could get spin. (Jack Mills, ASCAP)

*** Is You Or Is You Ain't No Baby—The old hit, popularized first by Bing Crosby and Louis Jordan gets a fair reading in medium tempo by Hainsman. (Lecro, ASCAP)

DERRIE REYNOLDS

*** If I Should—With a K&M-M-G 1219—This is the title tune from a new flick starring Miss Reynolds. Pe should help it get a lot of exposure. (Robbins, ASCAP)

*** Love Is a Gamble—The Wisconsin chanter performs this ballad very okay backing by the band. (Circé, ASCAP)

RONNIE AND THE RENEGADES

*** Blue Gallop—SULTAN 1003—The tune gets a good rocking reading by the instrumental group with guitar and some honkers. Danceable side with a good sound. (True Blue-Sunray, ASCAP)

HIS FIRST CLICK
ON CHESSLARRY
WILLIAMS

does
"MY BABY
GOT SOUL"

chess 1736

"CRACKIN' UP" Bo Diddley

chess 931

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"GO BO DIDDLEY"

chess LP 1436

CHESS PROD. CORP., 2120 S. Michigan, Chicago 16 (CA-5-2770)

★ ★ MODERATE SALES POTENTIAL

THE JADES

*** Appearance—CHRISTY 111—So-so rocker gets a fair group vocal. Not much here. (Kamholz, BMI)

*** Tell Me Pretty Baby—Fair group cutting on a conventional rockabilly. Fair choices. (Hansb, BMI)

THE CHARADES

*** Bright And Shiny Pants—UNITED ARTISTS 193—Group gives the topical rocker fair though belt. Some coin possible. (Atlantic, BMI)

(Continued on page 42)

I LOVES YOU
PORGY
Nina Simone
Bethlehem 11021*

LEAVE MY
KITTEN ALONE
Little Willie John
King 5219*

AFTER HOURS

by
Big City Drag
Bill Doggett
King 5227*

IT WAS YOU
James Brown
and the
Famous Flames
Federal 12364

*also available in stereo

KING

A NEW LAUGH RIOT!

REDD
FOXX
THE
SIDE
SPLITTER
SPE 276, Vol. 3
SP 277, 278, 279
DOTO RECORDS



SPOTLIGHT WINNERS OF THE WEEK

(NEW SOUND OF '59)

"BAD GIRL"
miracles

chess 1736

"CRACKIN' UP" Bo Diddley

chess 931

FROM HIS BEST-SELLING LP

"GO BO DIDDLEY"

chess LP 1436

CHESS PROD. CORP., 2120 S. Michigan, Chicago 16 (CA-5-2770)

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Bobby "Blue" Bland's
"SOMEDAY"
and
"IS IT REAL"
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THE BIG TEN AGE BALLAD
"THE BEGINNING
OF LOVE"
TY TAYLOR
DUK 826

DESIGN
ALCOA
PRODUCT OF DESIGN BUILD CORP., PHOENIX 15, A.

Sam Cooke
SUMMERTIME
Paris I & II
Keen 82101

on all charts
"THE ANGELS
LISTENED IN"
The Crests
COED 515

COED
RECORDS
1619 Broadway New York, N.Y.

GOLDEN CREST
THE
THREE GRACES
"BILLY
BOYS' TUNE"
CR 528

TOP
HITS
PHONE ORDERS
CR 5107, 5107-107, 5107-107, 5107-107
MUSIC 3-7600

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GIVE TO DAMON RUNYON
CANCER FUND

Reviews of New Pop Records

Continued from page 41

★ ★ MODERATE SALES POTENTIAL

★ ★ Let Me Love You—Rockers is also treated in okay style by the group. This, however, is a hit on the old-fashioned way. (Atlantic, BMI)

EDDIE MORGAN

★ ★ I Should Cry—20TH FOX 154—Morgan lets us hear a big-headed reading of a big, big ballad tune. His handling it with love and heart. (Mercury, BMI)

★ ★ Insignia—A very good and desirable ballad is sung with warmth by the young singer. (Mercury, BMI)

THE CONVENTINALS

★ ★ Let's Move—20TH FOX 154—The instrumental is upbeat tempo by the group. Side features the vocal line sax playing. Good beat. (Mercury, BMI)

★ ★ Cool People—Another blues ballad in the same tempo and with similar feeling. (Mercury, BMI)

DEE DEE DOROTHY

★ ★ Give Your Love to Me—FREEDOM 44021—This is the voice of a very young little chick who sings about sex and love—and the rock treatment with the trill and the fast tempo. (Mercury, BMI)

★ ★ Billy Bili—The young girl gets to sing a minor love, low-down blues with a double bass. (Mercury, BMI)

BLUEGRASS ERVIN

★ ★ I Can't Love You—LEO'S 5974—The blues and rock get a good bit of the ballad in the vocal line especially in the fast track tempo. (Mercury, BMI)

★ ★ Won't Cry Alone—Ervin heads this in an okay vocal by the singer against a background of rock. A nice hit. (Mercury, BMI)

DONNIE BROOKS

★ ★ If You Love Me—LEO'S 5974—A.R.B. sound effect is heard briefly by the singer over good backing. (Mercury, BMI)

★ ★ Let's Move—The singer sings this tempo ballad nicely. (Mercury, BMI)

ELLA FITZGERALD

★ ★ Not for Me—VERVE 10180—This finds the great chanteuse singing from the track of the film of the same title. It's smooth and made to order for the singer. (Mercury, BMI)

★ ★ You Make Me Feel So Young—Mrs. Fitzgerald thrives easily and coolly on the Gerwin tune, once a hit by Sinatra. More programmatic. (Mercury, BMI)

THE THREE GRACES

★ ★ Billy Boys' Tune—CR 528—A good vocal by the three girls. (Mercury, BMI)

THE CHECK-MATES

★ ★ The Happy Choo Choo—BLACK DOCK 106—An echoey and pounding instrumental blues with a honking tenor chorus and a pair of electric tenors in another chorus. Good vocal was punctuated by a side from what sounds like a chick. (Mercury, BMI)

★ ★ Scrampy—Another bluesy side with a honking tenor answered by a high-pitched guitar. Fair war. (Mercury, BMI)

THE SYMPHONICS

★ ★ Come On Honey—ERICA 1002—A bright reading of a driving rock by the group. A beautiful beat. Could get some. (Mercury, BMI)

★ ★ A Blessing to You—The Symphonics bore on the new label with a passionate reading of a serious new rock ballad about love and happiness. (Mercury, BMI)

RHONDA FLEMING

★ ★ New to Me—MGM 12425—Billboard from the new "The Big Circus" is sung in pleasant style by the actress over a terrific arrangement. (Mercury, BMI)

★ ★ The Big Circus—This is the title from the film "The Big Circus" and it tells of the thrills of The Big Circus. (Mercury, BMI)

THE BARBONS

★ ★ Song of Songs—KROU 100—Rockers with a little love in the style by the lead with a good group. (Mercury, BMI)

★ ★ Bright—The Barbons is a rock star with a Bo Diddley type rhythm.

Potential appears similar to that of Rip. (Mercury, BMI)

JIMMY HIFF

★ ★ Justice—JOYCE 1001—Folkish music here gives a interesting sound. (Mercury, BMI)

★ ★ I Met a Girl With Golden Hair—Tune is also on the folkish order with country overtones. Fair gives a good reading. Moderate appeal. (Mercury, BMI)

LLOYD NELSON

★ ★ Rose From My Garden—SYMBOL 101—Lloyd Nelson is a handsome a good reading by Nelson with a group. Fair

★ ★ Blues After Midnight—Rockabilly is given a so-so artist by Nelson. It can more as well as the Rip. (Mercury, BMI)

CARMEN MCRAE

★ ★ Summer—DECCA 10084—Side is from her recent LP with Sammy Davis. The album presents the Gamble tune with a quality can. (Mercury, BMI)

★ ★ His Eye Is on the Sparrow—Lovely reading of the hymn by Mrs. McRae. Potential appears similar to that of Rip. (Mercury, BMI)

JOSE MADRIGAL

★ ★ Escalada—FLAME 1011—A rock-Mexican type effort that has touches of the Mexican approach. Spinal word by Madrigal. (Mercury, BMI)

★ ★ Strangers—Madrigal turns in a nice ballad effort without any great prospects for the market. Fair would have more appeal. (Mercury, BMI)

IRVIN RISS

★ ★ Come Alligance—FELCO 201—This is the story of the singer who was used as a cannon in "The Battle of New Orleans." Could get some. (Mercury, BMI)

★ ★ My Imagination—On this side Riss sings a ballad pleasantly. (Mercury, BMI)

The following records, also reviewed by the Billboard Music Staff, were noted as hits.

JIMMY HAYNES: If I Know/Baby Tell Me Who—J. C. D. 106

THE ARROWS: Baby-A Loop Shuffle—Jive-Hit 600

THE ARROWS: Coffee-Bone 500

SCOTT REED: One More Heart/Living This Kind of Love—Avalon 31

FRANK WALLACE: When You and I Were Young—Blue 100 Street

THE ARROWS: Coffee-Bone 500

SCOTT REED: One More Heart/Living This Kind of Love—Avalon 31

FRANK WALLACE: When You and I Were Young—Blue 100 Street

THE ARROWS: Coffee-Bone 500

SCOTT REED: One More Heart/Living This Kind of Love—Avalon 31

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FRANK WALLACE: When You and I Were Young—Blue 100 Street

THE ARROWS: Coffee-Bone 500

SCOTT REED: One More Heart/Living This Kind of Love—Avalon 31

FRANK WALLACE: When You and I Were Young—Blue 100 Street

THE ARROWS: Coffee-Bone 500

SCOTT REED: One More Heart/Living This Kind of Love—Avalon 31

Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

The Week	Last Week	Chart	Weeks on Chart
1. PERSONALITY (Lloyd-Logan)	2	11	
2. THE BATTLE OF NEW ORLEANS (Warden)	1	11	
3. KANSAS CITY (Fire)	3	9	
4. WATERLOO (Cedarwood)	5	8	
5. LIPSTICK ON YOUR COLLAR (Joy)	8	10	
6. TILL THERE WAS YOU (Frank)	10	3	
7. DREAM LOVER (Fern-Progressive)	4	10	
8. SUMMER DREAMS (Rio Grande)	7	8	
9. LONELY BOY (Spanka)	12	4	
10. QUIET VILLAGE (Baxter-Wright)	6	14	
11. YOU ARE IN LOVE (Roncom)	—	1	
12. THE HAPPY ORGAN (Lowell)	9	16	
13. I KNOW (Roncom)	14	2	
14. HAWAIIAN WEDDING SONG (Pickwick)	13	31	
15. RAGTIME COWBOY JOE (Robbins-Fisher-Alfred) ..	—	2	

Best Selling Sheet Music in Britain

(For week ending August 8)

A checked report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading sheet music publishers in parenthesis.

Routledge-Mills (Mills)	Trout-Henderson (Konsor)
Side-Saddle-Mills (Mills)	The Wonder of You-Leads (Random)
Love-Dot-More-Wide (Maurice)	Personality-Leads (Lloyd-Logan)
Tranquil in Love-West (O. Rumbold)	Tranquil-Harvard (O.)
Tranquil-Lover - Aldon (Progressive-Fern)	I Know-Leads (Roncom)
Tranquil (Trinity)	The Heart of a Man-Michael Toff
May You Always-Goodbye-Bron (Goodman)	Warriors-Southern (Cedarwood)
May You Always-Excess (Hitch, Lancaster & Burrell)	Never Be Anyone Else But You-Commodore Imperial (Eric)
Battle of New Orleans-Accord Ross (Ward)	Lately Boy-Bron (Spanka)
Lipstick on Your Collar-Joy (Joy)	Call-Chippell (Chippell)
	Peter Faur-Bron (Hill & Range)

Best Selling Pop Records in Britain

(For week ending August 8)

The Week	Printed this week on the "New Music Express," Britain's foremost musical publication	Last Week
1. LIVING DOLL—Curt Ruch (Columbia)	1	
2. DREAM LOVER—Bobby Darin (London)	2	
3. BATTLE OF NEW ORLEANS—Lionel Dunbar (Py)	3	
4. A TEENAGER IN LOVE—Marty Wilde (Phillips)	5	
5. LIPSTICK ON YOUR COLLAR—Conce Francis (N.G.M.)	6	
6. BIG HUNK OF LOVE—Evelyn Prentiss (RCA)	4	
7. LONELY BOY—Paul Anna (Columbia)	8	
8. ROULETTE—Russ Conway (Columbia)	7	
9. HEART OF A MAN—Frankie Vaughan (Phillips)	11	
10. PERSONALITY—Anthony Newley (Decca)	11	
11. RAGTIME COWBOY JOE—David Seville-Chipmunks (Decca)	12	
12. SOMEONE—Johnny Mathis (Fonix)	16	
13. PETER GLENN—Dunne Eddy (London)	10	
14. I KNOW—Perry Como (RCA)	13	
15. IT'S LATE—Ricky Nelson (London)	9	
16. GOODBYE, JIMMY, GOODBYE—Ruby Murray (Columbia)	14	
17. ONLY SIXTYN—Craig Douglas (Py)	26	
18. TWIXT TWELVE AND TWENTY—Pat Boone (London)	30	
19. SIDE SADDLE—Russ Conway (Columbia)	20	
20. YEPI—Dunne Eddy (London)	10	

Sacred

★ ★ ★ ★

THE STATIONERS
★ ★ ★ ★ God Bless You, Go With God—REX VICTORY 759—Reverent and devout words by the group on a pretty gospel theme. Leaders of this spot will find it attractive here. (Fifth, SESAC)

★ ★ ★ ★ Get That Beloved Me, Satan—Rapid gospel effort is rendered with spirit by the Stationers. This, too, is a strong side for the market. (Fifth, SESAC)

★ ★ ★ ★ Mr. Boss Fiddle—ALISTAR 719—Cat wares Mr. Boss fiddle to play his blues early, 'cause his baby has cut out. Side can move in pop and c.w. markets. (Alfano, ASCAP)

★ ★ ★ ★ New I Know—Country medium-beater in medium tempo. Traditional feeling for the market. Fair chances. (Alfano, ASCAP)

★ ★ ★ ★ Arther—TANKEER 715—On this side the singer, looking a whole lot better, instead of being about the same, it's about as similar to the old as the new. (Western Artists, BMI)

★ ★ ★ ★ Pearl Blues—Oliver blues is a good read by Davis on this country ground. (Western Artists, BMI)

★ ★ ★ ★ Link Davis & The CAUTIONS
★ ★ Arther—TANKEER 715—On this side the singer, looking a whole lot better, instead of being about the same, it's about as similar to the old as the new. (Western Artists, BMI)

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44 THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

AUGUST 17, 1959

'64 World's Fair Likely for N. Y.; 500 Mil. Cost Seen

Flushing Meadows Site Offered;
Winter Bond Issue Target Set

NEW YORK — Enthusiastic acceptance of all parties concerned—topped by the offer of a ready-made site—paved the way last week for a World's Fair to be held in New York City in 1964. The strength of its backers, plus unqualified approval by Mayor Wagner and Parks Commissioner Moser gave the project strong probability of materializing.

On Tuesday (25) there will be a meeting of the Mayor's Committee of 25, plus 50 other prominent businessmen, at which will be formed the "1964 New York World's Fair Corporation." Officers and directors will be named, and then, Thomas J. Deegan Jr., public relations man and committee chairman, told The Billboard, vital technical people will be sought.

Deegan said a designer, architect and manager will be picked. A few managerial prospects are under consideration, and he stressed that the man sought will be one with high level world's fair experience.

So far, the fair, which is an idea that has progressed far beyond the dream stage, is fronted by a committee of impressive business people. None is a showman in the outdoor sense. One, Douglas Leigh, however, is a prominent exhibit builder. Deegan said that by fall considerable number of people with the necessary exposition and amusement background will be brought into the fold.

(Continued on page 61)

Clyde Enjoys Winning Tour; Rockford Big

ROCKFORD, Ill.—Clyde Bros. Circus drew large crowds here last week at the 4,200-seat Beyer High School Stadium and also did well earlier on a tour of the Plains States. On Wednesday (5) 3,000 people attended the show, and on Tuesday (4) 3,250 folks were at the night show. Thursday (6) brought 4,100 payees to the afternoon show, but rain fell that night on 2,100 customers and the performance was cut. The weather turned cool and windy Friday (7) as 4,092 patrons attended the matinee and an overflow audience of 4,903 jammed into the night show. Shrine was the sponsor. At Garden City, Kan., Saturday (25) the show drew 750 in the afternoon and 1,500 at night into the 1,800-seat fairgrounds grandstand. Lamar, Colo. (23) accounted for 1,500 fans in the afternoon and an overflow 2,100 at night in the 1,900-seat fairgrounds grandstand. Dates were Shrine sponsored.

Earlier engagements included 2,500 at North Platte, Neb., Thursday (16); 12,234 at Grand Island, Tuesday and Wednesday (14-15); approximately 7,100 at Rochester, Minn., (11-12) and 1,600 at Marquette (9-10) where profits were reported 10 per cent over previous Shrine circuits.

Billings, Mont., Fair Sets Fast Early Pace

BILLINGS, Mont.—The Midland Empire State Fair was challenging to win a winner at its six-day run here last week including Thursday (13), the fourth day, the total gate was up 11.7 per cent and the grandstand was 10 per cent ahead of last year. Harry Fliton, veteran secretary, disclosed.

Siehrhard Bros. Shows had a 26 per cent increase to that point and pari-mutuel wagering was 12 per cent ahead. Rodeo events, produced by Oral Zunnwalt, Missoula, Mont., were offered Tuesday thru Sat-

urday between the horse races, and fireworks were fired by Art Brise, Theophile Duffield, Inc.

Offered in the grandstand at night was a Barnes-Carruthers rodeo augmented by several names. First two days Red Foley was the feature, followed by the Sportsmen Two events, evenings. Margot and Julio Torres came in for the final two evenings.

Only bad weather of the run was rain Wednesday afternoon and evening which did not hurt business to any great extent.

VEEP NIXON SETS ONE-DAY VISIT AT ESE

SPRINGFIELD, Mass.— Vice-President Richard Nixon will be guest of honor at the Eastern States Exposition here Friday, September 25, Jack Reynolds, general manager, announced.

Aitramont, Ill., Fair Has Best Run on Record

ALTIMONT, Ill.—The Effingham County Fair closed its six-day run here Thursday (13) after what Secretary Marvin Cohn may yet term as the "best run on record."

Attendance was a little ahead of last year and for the first time in 15 years, not one drop of rain fell during fair week. Grandstand business was strong in almost every case.

Opening night, Saturday, Smiley Burnette and Leon Meuliffe's orchestra drew a strong crowd. Other name attractions were on Tuesday and Wednesday with Teddy Phillips, Johnny Matson, June Taylor Dancers, Yvonne Dops, Schmidt Sisters and Hilltoppers playing to capacity stands. Thursday night, usually one of the weaker nights, also saw a capacity crowd who came out to see Phillips, Matson, Chordettes, Delia Wadlington, Faye and Brye, Tippy and Cobins and LaNorna. All were booked thru E. O. Stacy, MCA.

The Rotroff girl thrill show did well on Sunday afternoon and evening and a local 4-H show scored a big crowd. Evening. Harness racing was successful on four afternoons.

Heih Shows, the midway attractions, matched last year's grosses, according to Cohnmeyer. Due to lack of space the Mad Mouse was not up here.

SHOW PEOPLE HONORED AT ST. PAUL FAIR

ST. PAUL—Show business and show people will be honored at the Sho-Biz State Fair Circus Carnival Museum to be exhibited at the Minnesota State Fair here this year. The exhibit, which has been built up by Jack Frost, outdoor show enthusiast, will be displayed in the building formerly occupied by the Pioneer Press, now in a new location.

Five people in the business will be honored in the Hall of Fame: Carl J. Sedlmayr, owner of Royal American Shows; Raymond A. Lee, late secretary of the fair here; Antonette Concello, former Ringling aerialist; Lou Jacobs, veteran circus clown, and Sig Haudstad, former auto race driver.

Included in the exhibit will be a miniature circus and carnival and 300 framed and mounted photographs.

Ionia, Mich., Fair Races Ahead of '58 In Revenue Depts.

B-C Show Indicates 10% Increase;
Cetlin-Wilson Gross Jumps 26%

By HERB DOTTEN

IONIA, Mich.—The Ionia Free Fair, now the only good-sized fair in the U.S. to operate with a free gate, hit a strong, money-winning pace thru Thursday (13), fourth day of its six-day run, registering gains of 158 in receipts from the grandstand, midway, and parking.

Parking (at 50 cents per car), the most accurate gauge of the fair's attendance, was up more than 12 per cent thru the first four days. Midway receipts for the Cetlin & Wilson Shows were 20 per cent more than last year, and the midway take did not embrace the gross of a Wild Mouse, booked in by Braydon Downs and in the Sky Wheel, booked in by Don Davis.

Night grandstand receipts were up each of the first four nights and indications were that the night grandstand receipts for the full run would top last year by about 10

per cent. Day grandstand receipts for the first four days were up sharply, mainly because of the strong pull of a rodeo, plus the personal appearance of Gabby Hayes, on the first two days. The rodeo—Parlow's—was booked in by B. Ward Beam and doubled Monday's 1958 receipts and was four times greater than Tuesday's matinee for another attraction last year.

Alan Williams, fair manager, was pleased with the gains registered in the main money-setting operations. Fred Chapman, the fair's public relations director, ascribed the increase to greater attendance from areas outside of Ionia County.

The Barnes-Carruthers No. 1 revue, as in the past, was unveiled here by Sam J. Levy Sr., and the

(Continued on page 61)

North Iowa Fair Picks Up Steam

MASON CITY, Ia.—The North Iowa Fair went into Friday (14), fifth of its six days, matching last year's attendance despite a slow start. Fair opened a day earlier this year and closed Saturday (15) instead of the usual Sunday.

First three days the Rex Allen show, featuring Allen and acts, was the grandstand fare and did well. Allen then moved into the arena as the name attraction for Harry Nelson's rodeo which gave two performances Thursday and Friday. On Thursday the combination drew an estimated 10,000 people in two shows, a new record for this fair. Advance sale for the two on Friday was big as was the advance on Al Sweeney's stock car races on Saturday afternoon and Leo Overland's night show performance that night.

Carroll's Greater Shows was holding up its end on the midway in its first appearance here.

SUPERIOR, Wis.—The Tri-State Fair here last week even surprised Manager Segar Swanson. Despite the effects of the steel strike on the iron range and shipping industries here, the fair racked up a 12 per cent attendance hike its first two days, well above Thursday, but expected to resume its pace Friday and over the weekend.

The fair lost its first show in 10 years to rain on Thursday evening. This was the GAC-Hamid unit headed by Snooky Lanson and the Harmonicas with four acts and Dan Thurbur, who pulled strong crowds the first two nights. On Friday evening an entirely new show came in with Betty Johnson, Nick Todd, four new acts and the Belloc act.

Royal American Shows also surprised with a 15 per cent hike the first two days. The Thursday kid's day which was lost to rain was re-scheduled for Sunday.

Great Falls, Mont., Fair Shatters Marks

GREAT FALLS, Mont.—The North Montana State Fair, which closed its six-day run here Saturday (8), had the most successful run in the 31-year history of the fair.

Dan Thurbur, manager, happily reported that attendance hit a new high. The Barnes-Carruthers night grandstands with the Lerner and Sisters as the feature played to capacity stands on three of its four nights. The Lerner and Sisters was up 50 per cent and pari-mutuel wagering was up 10 to 12 per cent.

Thurbur disclosed. In addition, concessions and other revenue-producing departments did excellent business, he added.

Thurbur said that the fair, which had three days of college performances, was presented between the horse races. Fair actually got under way two days earlier than usual this year with two programs of local stock car races ahead of the fair. Records were broken without including these two days, Thurbur said.

ON THE ROAD

TALENT
Detroit Fair Sets Talent
For Clark Coliseum Dates

The Michigan State Fair has okayed supporting talent in the Dick Clark Coliseum show September 4-7. Included are LaVern Baker, Billy and Lily York, Skip Scott, Anna Bryant, Freddy Cannon, Bobbie Rydell, Rusty York, Skip and Flip, Jan and Arden, Santo and Johnny. They are in addition to Frankie Avalon, Duane Eddy and the Coasters. Booking by Joe Higgins, GAC-Hamilton. ... The Leroy (III) Fall Festival will go in big for name bands for its show and dancing. Frankie Masters will be the August 27-28, Jan Garber the next day and Hal Munroe the following day.

The Billy Williams Quartet has been added to the big entertainment bill at the Minnesota State Fair, St. Paul, coming in August 29 for the 10-day run. ... Sammy Key's rock will provide music at the Freeman, O., fair September 7. ... In addition to the Honey Girls, Aud Swenson's Thrillcade will have several other acts for its three-day August 17-19 stand at the All-Iowa Fair, Cedar Rapids. Added there George Flist, Barnes-Carruthers, are Duke's Liberty Ponies, Dottie's Trained Canines, Josephine's Loop-the-Loop trapeze, and the Duke four-piece juggling team. ... Addie Darling, Purdue University's Golden Girl basket twirler, who hit the headlines last year, will be one of the added attractions at the Indiana State Fair's horse show. The rock 'n' roll show set for the Central Wisconsin State Fair, Marshfield, September 4, will have Buddy Knatz, Jim Bowen, the Mythen Orchids, John Adler and Camanah Taylor. Other talent set for the fair includes Red Foley, Pee Wee King, Minnie Pearl, Pee Wee Hunt and Snooky Lanson. ... Danny and Betty Boone, veteran performers, still have their hands in the biz. Danny's working at Good-year, and Betty, who took amounts to a small amount of money in the back yard where kids are treated to free rides on home made devices as well as shows. ...

Charlie Byrnes

Howdy Doody Back on Tour;
Fairs for Betty Johnson

It's a personal appearance revival, and big, for the Howdy Doody gang, after the act was withdrawn for a couple of seasons. ... Playing Glen Echo Park in Washington for the Bakers last year gave the appearance idea impetus, according to Buffalo Vic Smith, owner and booking agent. ... This year they've shown Rocky Glenn, Kenneywood and Angela Park in Pennsylvania, Liberty Park in Salt Lake City, Saugus (Mass.) Kiddyland, Island Park in Manchester, N. H., and the Pines Park, as well as the All-American (N. Y.) Fairs. Betty Johnson, 23, Cobleskill, N. Y., 26; Rhineland, 29-30, and Rutland, Vt., September 8. (For Zippy the Chimp). ... Unit is flexible in size, with Howdy Doody, usually 10-12, and the rest of the gang, 10-12. They worked 30-40 minutes, several times daily. Most are Al Martin dates.

Singer Betty Johnson is recalled as the gal who mingled with lobby-goers at the Chicago conventions, dropped in on the fair officials, signed autographs and was gleefully glad-handed all in sight. ... It's paid off thru GAC-Hamilton to the tune of more than a dozen fair dates, such as Lincoln, Ill., August 9; Terre Haute, Ind., 11-13; Superior, Wis., 14-18; Sedalia, Mo., 20-24; Pueblo, Colo., 27-29; Belleville, Kan., September 3; Lincoln, Neb., 5-8; Bethany, Mo., 9; Louisville, 12-19; Nashville, 21-26; Richmond, September 28 thru October 2; Waterloo, Ia., 3-5, and Raleigh, 13-14. ... Mickey Sullivan will lead the band for the Eastern States Exposition rodeo, September 20-26.

Mills Bros. Open Fair Trek;
Rogers to Be Feted at Home

Following a two-weeker at Beverly Hills County Club, Southgate, Ky., the Mills Brothers, piloted by their manager of 25 years, Arthur Lake, kicked off their fair season Sunday (16) at Elmira, N. Y. They follow with fair dates in Indianapolis, Detroit, Pittsburgh and Des Moines. After a single night at the Corn Belt Music Center, the Mills leads conclude their fair trek at the Central Washington Fair, Yakima, Wash., October 4. ... En route to the Ohio State Fair, Columbus, where he will again be the grandstand feature, Roy Rogers stops in Portsmouth, O., Thursday (20) to participate in a special Roy Rogers Day Celebration. He will be honored by various civic groups as a native son who has carried the name of the community around the world.

The Duo of Paducah-Little Jimmy Dickens package shows its wares at the West Liberty, Ia., fair, August 25, and follows with similar dates in Hillsboro, Anna and Bridgeport, Ill., August 26, 27 and 28 respectively. Country music singers George Morgan and Carl Perkins set for Springfield Park, Oklahoma City, August 20-23. ... The Mlanie Pearl-Pee Wee King c.w. entourage will be grandstand attraction at the Delaware Valley Music Fair, Walton, N. C., August 22-23. ... The Corn Belt Music Center County Fair, Malone, N. Y., August 24-25, and the Monroe County Fair, Woodfield, O., August 26. All of the above country music package were set by the Jim Denny Office, Nashville.

The tumbling sons of Morocco; Glenn Martin and Company, comedy bar act; Hunter and Hunter, trampoline, and Ira Watkins' Chimpanzees and Ponies head up the talent parade for the 40th Annual Circus, Zoo Fete, which will be held at the 12-day run, August 17-28. Acts appear twice daily. First-day crowd exceeded 10,000, shattering all previous opening-day attendance marks, according to Eugene P. Zachman, president of the Civic Committee, show's policy makers. ... Laid a bonanza for midweek, this year's event has attracted its usual quota from the triper and kiester fraternity. ... Jim Reeves, with last week rejoined WSMA's "Grand Ole Opry" Nashville, after an absence of 16 months, makes a stand at the Michigan State Fair, Detroit, September 6. ...

Bill Sachs

Ringling Prepares to Sell
Train, Wagons, Tops, Tools

SARASOTA, Fla.—Surplus circus equipment from Ringling Bros. and Barnum & Bailey's under-cars days now is on the market. The offer itself comes at a time when the circus itself is thriving as an indoor operation, and show officials stress that the sale is to involve only surplus railroad tent circus equipment it no longer needs.

RINGLINGS LISTS
SURPLUS STUFF
THAT'S FOR SALE

Here is a rundown of what Ringling wants to sell: 45 flat cars, 25 coaches, 14 stock cars, 4 ticket wagons, 28 seat wagons, 147 other wagons including cages, side show harrier wagons and assorted baggage wagons. 16 tractors, power cranes and similar units. 12 Diesel light plants. 5 tents, including the 1956 big top, plus both wooden and aluminum poles. Cookhouse equipment, machine and wood shop equipment. ... Of the floats, spec equipment and obsolete wagons, but not all of them.

As yet there have been no sales except for four big Mack trucks formerly used to haul canvas. They went to Art James, a St. Petersburg, Fla., dealer, who is expected to export them.

But many inquiries have been received over the past three years and none of these persons are being contacted. In addition, the show has written to several railroad agents about selling them the Ringling cars and the response has been good.

William Perry, Sarasota man

who also was with the circus for a time about 10 years ago, is in charge of the sales. James Ringling represents the corporation's minority stock holders in the negotiations and sales efforts. Also taking part is F. W. Kelly, nephew of the late Ed Kelly and newly appointed administrator of the estate of Mrs. Edith Ringling.

Authorization for the sale of surplus equipment was given by the Ringling-Barnum & Bailey board of directors several weeks ago. Earlier, the management wanted to sell but minority stockholders blocked it.

There was agreement this time that the equipment should be sold. Expectation is that the show will recover from \$500,000 to \$750,000 from sales of the equipment.

Expressing interest in railroad cars have been two shows plus the Atlantic Coast Lines, Florida East Coast Railroad and National Railroad of Cuba.

One estimate is that the flat cars might bring \$3,000 and the sleepers, former army hospital cars, might bring \$4,500 each.

In addition to railroad equipment, the circus is trying to dispose of wagons, tractors, electrical equipment and trucks, poles, tents, show equipment and tools, and other things left over from when the show moved by rail and exhibited under canvas.

Policy on the sale is that nothing will be disposed of which might prove useful on the present indoor circus and that nothing will be sold which might be used in any tourist attraction that might be worked out in the future.

While no show official said so, there were indications that plans for, such a tourist attraction already are in mind, although this may not be planned by Sarasota.

The show said it would not sell historic, antique or other special class of equipment. ... The railroad cars are being retained, for example. Unexplained is the

fact that the show will hang on to its tent-making machines and tools, although these could go into any "Ringlingland" that might be set up later.

HERE'S WHAT
R-B WILL KEEP
FROM TENT DAYS

While Ringling-Barnum is hoping now to sell much of its road equipment, it is retaining two classes of equipment. One is that which can be used on the new indoor circus. The other is anything that could be used in a permanently located tourist attraction in the future. Among the things the show plans to keep are:

Four types of railroad cars, including the Jomar, the Little Rock, the St. Louis and the Bridgeport.

Tent-making shop equipment.

Wardrobe, paper, and other small items, although these might be put on the market later.

All equipment of an historic nature.

Floats and other items which might be used later as a tourist attraction.

Perry and other show representatives stressed that the circus will take its time in disposing of equipment. "This is no liquidation sale, no forced sale, we're in no hurry," one said.

NEAR MARK

Pikes Peak
Rodeo Tabs
53,000 Fans

COLORADO SPRINGS, Colo.—The Pikes Peak or Bust Rodeo closed a six-day performance last Saturday (8) with attendance of 53,900. Last year's attendance was 52,000. This year was second to the all-time high set in 1952 when Gene Autry was the feature attraction. Dale Robertson headed the entertainment spot this year.

The rodeo's advertising this year pointed out that in case of rain "only the cowboys and livestock will get wet." The advertising paid off in that when the 10,000-seat stadium had a full house during the Thursday rain show.

Guy Weeks, of Abilene, Tex., won the \$100 All-Around cowboy title and was presented the Spencer Penrose Trophy Buckle by Ken Brookhart, rodeo production manager. Weeks picked up \$1,566 during the show.

STRONG SEASON

Rex Allen Tops Records
At Four Western Rodeos

LA PORTE, Ind.—Rex Allen, TV, recording and motion picture performer, was in the midst of a string of Midwest fair dates here Saturday (15), after a series of record-breaking appearances at several major Western rodeos.

At the Ogden (Utah) Rodeo, July 20-21, with Allen as the main attraction, the event pulled 71,000 in five nights, topping any turnout during the past 10 years. The same pattern was true at the Nampa (Idaho) Rodeo, June 14-18, when 64,000 came out for five performances to chalk up a new mark. ... Allen heads the riders in the latter at the North Platte (Neb.) Rodeo and the Santa Rosa Rodeo, Vernon, Tex., the latter held June 24-27.

Since launching his fairs in this part of the country, hooked by George Ferguson, WLSA attractions, Allen broke records at Janesville, Wis., with four performances at the Kankakee, Ill., fair, three with a rodeo, one on the "WLS National Burn Dance" program. This was followed by three days at the LaPorte City, Ia., fair and one performance here Saturday night (15) at the La Porte County Fair, From here, Allen heads for riders in Maquoketa, Ia.; Springfield, Mo., and Mount Pleasant, Mich., one day at each.

On August 23, he will be fea-

tured at Harry Smyth's Buck Lake Ranch, Angola, Ind., to be followed by a one-day appearance at the One County Fair, Crown Point, Ind., and three days at the Colorado State Fair Rodeo, Pueblo.

Supporting talent in his grandstand package shows includes the Crowells, comedy trampoline; Hoosier Briarhoppers, square dancers; Nancy Lee and the Hilltoppers, Keno, West and Allen's horse, Ko-Ko.

LOS ANGELES FAIR BOOKS
NAME-LADEN STAGE BILL

POMONA, Calif.—The Los Angeles County Fair will return to an all-name grandstand policy when it opens its September 16-October 4 run.

Set for the run are Mickey Rooney, Molly Bee, Bob Crosby, the Modernaires, Lennon Sisters, George Arnold and the Lancers. Talent was booked by Milton Deutsch Agency, Beverly Hills, with George Arnold in charge.

Rooney and Miss Bee will be featured for three days starting September 18 along with the Half Brothers. Lennon opens September 21 for four days with Paula and Paulette, and the Amador. Crosby will take over for three days starting September 25 with the Modernaires. More Landis Dancers will be on the bill September 18-27.

September 28 thru October 4, the big grandstand will feature Rhythm On Ice and the Lancers. Jerry Rosen and his rock 'n' roll play for four days. Jackie Hilliard will emcee. Ringling Bros. and Barnum & Bailey Circus was the night grandstand fare for 17 nights in 1958.

Interior Being Completed For N. J. 'Ice House' Arena

HADDONFIELD, N. J.—The Ice House, under construction since May of last year, will open for public skating this fall and probably offer its first professional attraction in March. The novel arena has curved steel arches and contains no bolts or rivets.

Theater chairs are being installed for 5,000 permanent occupants. Interior dimensions are 280

feet by 170 and the skating surface is 212 by 82. Dressing rooms for 150 persons are available at ground level and the entire structure, 36 feet high at its apex, is heated and air conditioned. Ice is made by a 150-ton Frick unit.

H. S. Morrison, president-general manager, and John Maxwell, business manager, report the corporation is handling all its own concessions. Twenty acres exist in the development, and the arena has a 600-foot setback from the road. It is at Brace and Berlin Roads, near downtown Philadelphia.

Tom Haynes Has 4 Ringling Stands

SAN DIEGO, Calif.—Fifteen days of Ringling-Barnum's upcoming tour of the West Coast will be promoted by Tom Haynes, who also had some Ringling stands in California and Arizona last year. Haynes will promote Ringling at the Oakland (Calif.) Municipal Auditorium, September 1-11; Cow Palace, San Francisco, September 16-20; San Diego's Westgate Park, September 23-27, and Long Beach Veterans Stadium, September 29-30.

The show will also play some other Coast stands but Haynes will not be the promoter for them.

Auto Club Issues Map of L. A. Arena

LOS ANGELES—Seating arrangements, parking area, ticket booths, entrances, concession stands, offices, dressing rooms and press, radio and television facilities in the new Sports Arena and Memorial Coliseum here are depicted in a map issued last week by the Automobile Club of Southern California.

Maps are available to the public without charge. The Home Show

USSR Exhibit Claims Gate Of 1,100,000

NEW YORK—A total of 1,100,000 visitors, called the greatest attendance for any New York event since the World's Fair, is reported for the 42-day Soviet Exhibition which ended Monday (10). Howard Sloane, managing director of the New York Coliseum, made the estimate. At a farewell press conference he gave a sterling silver punch bowl, a "friendship bowl," to Alexei N. Manzhulo, director-general of the Soviet Exhibition of Science, Technology and Culture.

The American Hospital Association moves into the building Monday (18), by which time the six acres of exhibits are expected to be crated and stored in a Staten Island warehouse prior to freighter shipment back to Russia. Manzhulo said many invitations had been received to move the exhibition to other countries, but he would not reveal where.

and the coming Democratic Convention prompted the Club to make the maps available. The Club is located at Box 2890, Terminal Annex, Los Angeles 54.

ARENA AUDITORIUM NEWSLETTER

House Away From Home

By TOM PARKINSON

ONE OF THE MOST unusual sessions ever coming up this year has been the special session of the North Carolina State Legislature at the Park Center Auditorium in Charlotte. It is something not every building manager can duplicate because of complications of State laws that establish where the Legislature is to meet. But in North Carolina the two houses of lawmakers can make such a change, and its visit to Charlotte was the second in a 20-year period. This time the legislators were guests of the city for a day. About 200 members came from the State capital, Raleigh, and they were greeted at Owens Auditorium by the mayor of Charlotte, taken four of the city, and entertained at luncheon and invited the circus that then was played at the Charlotte Coliseum.

Charles L. Jordan, manager of the Park Center Auditorium, was host to the Legislature's session and it fell to him to duplicate as nearly as possible the layout of Senate and House chambers. His building has a large main floor with a stage at one end and a balcony on the other three sides. A curtain was placed across the center of the main floor and this was kept low enough so that viewers in most parts of the building could see action on either side. One side then was set up with the desks for clerks and the straight rows of desks for members of the State Senate. The other side was arranged as a copy of the General Assembly's House, with desks for State representatives arranged in arcs around the central speaker's position and clerk's desks.

The members of the Legislature were in the building for a one-hour session. In the balcony seats and also on bleachers and chairs on the main floor were hundreds of school children on hand to see how the State's laws come into being. And members of the two houses actually passed several laws during their hour. It was a performance that seems to have benefited all concerned, and for building manager Jordan it earned a position in the finals for the IAAM's Mister Auditorium competition of the year as well as local acclaim.

Tulsa Okays Coliseum

Voters in Tulsa recently okayed plans for a new civic center that will include a \$7,485,000 Coliseum, is expected to draw 20,000,000 convention dollars to the city annually. The new Coliseum will have the Industrial Building Exposition and Congress in December, 1960. There will be discussion sessions and exhibits, with Clapp & Polak as exposition managers. Plans call for the show to be an annual fall affair. . . . Dallas Memorial Auditorium announces it will have the Ringling circus October 28-November 1. At San Antonio, the annual Shrine show, produced by Polack Bros' Circus, will be in Municipal Auditorium for the first time October 14-18. It has been in the country's top Freeman Coliseum before. . . . Professional material is out for the early 1960 Ohio Valley All-Sports Show which is to be at Cincinnati Gardens. . . . November 16-19 is when the Kiel Auditorium, St. Louis, will house the International Soft Drink Industry Exposition. More than 200 firms have signed for space there. . . . Clapp & Polak exposition. . . . Coming up at the Civic Auditorium, San Francisco, August 31-September 3, is the Western National Restaurant Shows.

New Manager at Galt

At the Galt Gardens, Galt, Ont., Len Gaudette has been named manager to succeed Albert E. Lamond. Gaudette has seven years' experience in the arena and recreation field, which are closely allied lines in Canada, and he holds his arena, recreation and refrigeration papers. Lamond was manager for 26 years before retiring at the age of 65. At the Galt building, managers are responsible to a single city alderman rather than to a committee or board of several members. . . . Don Jewell, Portland (Or.) Memorial Coliseum, announced that New York City will be operations director at the new building. Nelson formerly was at the buildings at Sioux City, Ia., and Lincoln, Neb., the latter being Jewell's previous location as well. During the construction time, Nelson will be in charge of buying equipment. . . . Northside School Gym at Elkhardt, Ind., will be the location for the fifth annual mobile home show, August 29-30. Trailers will be placed on the grounds around the gym itself. Elkhardt is home base for many of the nation's trailer home builders. . . . For the 1960 winter Olympics at Squaw Valley, Calif., they are building a coliseum to seat 10,000. It will have an ice rink inside and special snow melting facilities for the roof outside. Another feature is that it will afford an open view on one side so that people in it may see part of the ski slopes and an outdoor speed skating rink. Construction is financed by the federal government and the building will be leased to the California Olympic Commission. Cost is estimated at \$3,500,000. Cable-supported roof has a span of 300 feet.

Daytona Alai Building Plans Off-Season Usage

DAYTONA BEACH, Fla.—The \$1.5 million Fronton here, is enjoying a brisk jai alai season with a heavy pari-mutuel handle. However, Chairman Vance Schwartz, of the Fronton board, has no intention of closing up shop when September brings his jai alai season to an end. "Ours is a multi-purpose building," he says, "and we're negotiating for a number of attractions for the off-season." He lists as possibilities ice shows, pro basketball, boxing, conventions, industrial exhibitions, symphony and the television roller derby. Theater-type chairs at outside and in the lofts will seat 3,550 patrons. Addition of temporary bleachers would raise the capacity to over 5,000. The combination of exhibit space and seating capacity all under the same roof is expected to be a potent factor in the bid for larger conventions than have been handled in this area in the past.

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FAIR-EXHIBITION MANAGEMENT

Indiana State Goes All Out On International Trade Kick

INDIANAPOLIS—The opening of the St. Lawrence Seaway, which is bringing ocean-going ships to the shores of Indiana will be played up big here at the Indiana State Fair.

The international trade angle, started last year, will be expanded and some 40 exhibits from outside the U. S. will be on hand. New exhibitors will be those from South Korea, West Germany, Greece and Hong Kong, all to be located in the International Building.

Entertainment will be provided by Siamers dancers, Mexican and Cuban entertainers, a German band and musicians from Peru.

September 9 is International Day and some 60 exchange students at Indiana universities and colleges and 50 officers from foreign armies, including 20 from Taiwan, will be guests of the fair. Donna Felista Rincon de Gautier, Puerto Rico's lady mayor, will also take part.

The exhibit is the work of the Indianapolis Council on World Affairs, headed by Preston Woolf in co-operation with the fair board.

Tulsa State Will Select First "Mr. Livestock"

TULSA, Okla.—The Tulsa State Fair this year will run its first annual contest to name Mr. Livestock, Clarence C. Lester, manager, disclosed last week.

The award will honor an outstanding rancher or farmer each year and will be presented for the first time during the October 3-9 run. Any livestock producer who lives in Oklahoma and derives a portion of his income from farming or ranching is eligible.

Non-exhibitors will be invited to the award ceremony. The purpose of the award is to give recognition for the achievements of the State's outstanding livestock producer who has contributed most to the advancement of the livestock industry.

Fugate Denies Trying To Dictate Fem Styles

PUEBLO, Colo.—Clyde Fugate, manager of the Colorado State Fair, was busy last week denying that he was trying to be a style dictator.

It seems an erroneous story put out by one of the wire services reported Fugate had issued an order that all women must wear dresses when they attend the fair, August 24-29. The two-inch, one-column story brought out the girls' comments. Fugate began setting the record straight.

The news story told the ladies they could wear anything they desired, that he wasn't a mean, cruel dictator, and that he only wanted them to wear dresses at the fair—wear anything, just come.

Fugate's statement was originally directed to 4-11 girls who were going to compete for prizes. He set the rule so that all girls would be wearing similar clothing and therefore any embarrassment that might come to the girls who were wearing anything less becoming would be eliminated.

Only exception are the girls entered in the milk maid contest—they wear blue jeans.

Hamburg, N. Y., Unveils New \$50,000 Youth Bldg.

HAMBURG, N. Y.—The Erie County Fair kicked off its 118th run here Saturday (15) with a new \$50,000 Junior Department Building. The two-story structure consists of an exhibit hall on the main level and dormitories for 60-70 above. Also included are showers and toilet facilities.

Last year's addition, the AAU-size diving pool, was improved with a flagstone patio and bleachers. The Industrial Building this year was taken over by Niagara Frontier Builders, for a home show and is linked to a home giveaway. An ornamental fence was installed around the fancy fowl pool by the Western New York Poultry Association.

McClure Becomes Seventh Manager at Del Mar, Calif.

DEL MAR, Calif.—Robert (Bob) McClure, 41, became the seventh secretary-manager of the Southern California Exposition and San Diego County Fair here last week.

McClure succeeds Paul T. Mannen, who resigned to head a local savings and loan association.

McClure was hired as assistant manager last June. Previously he managed the Dixon May Fair at Dixon, Calif., and had been recently employed by the California State Fair & Exposition in Sacramento.

Mannen's retirement from the fairs and exposition field after 18 years' service, during which time he was a director of Western Fairs' Association, came at the conclusion of the 1959 run. He resigned early this year, effective August 1.

Ohio State Fair Honors County Mgrs. Sept. 2

COLUMBUS, O.—Fair Managers' Day at Ohio State Fair here will be September 2, according to joint announcement by Russell W. Alt, president of the Ohio Fair Managers' Association, and the fair's management.

On that day members of Ohio fair boards and secretaries will be guests of the management and of Floyd E. Gooding, of Gooding Amusement Company, who will be host to board members and secretaries.

Fairmen will register at the Hospitality House near the Administration Building, according to Goldie Scheible, association secretary. Reservations are to be sent to Rowland Bishop, manager of the State fair, by those planning to attend.

Knoxville, Ill., Sets New High Gate, Profit Marks

KNOXVILLE, Ill.—The Knox County Fair closed its 118th run here Saturday (8), with the top attendance and profits on record.

Grandstand attractions included the Friday night speedway-type auto races produced by National Speedway which drew a record 3,500. Jack Kochman's Thrill Show scored a big crowd Saturday night.

Other popular features included a Miss Knox County beauty contest, harness racing under lights, horse pulling, tractor pulling and Western horse races.

Bill Gullette's Imperial Shows racked up a 30 per cent increase over 1958, led by the Scrambler and Dodgem. Show had 16 rides and four shows.

Pat Kerr Confined In Petersburg, Va.

PETERSBURG, Va.—Pat Kerr, retired manager of the Tennessee Valley Fair, Knoxville, is recuperating slowly in the Petersburg Nursing Home here after a series of physical setbacks. Kerr had a fall in mid-June and fractured a hip.

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Alabama State Fair Sets West'n Names

BIRMINGHAM—The Alabama State Fair will go all out for Western name attractions this year in addition to its regular entertainment

program, which includes the Barnes-Carruthers No. 1 revue.

Steel Strike Cuts Fair \$\$

Only non-Western performers, added to the bill is Craig Stevens the Peter Gunn of the TV program with that name. Robert Horton scout in the video program "Wagon Train," will be in for one night, and Chico and Pancho, Duncan Renaldo and Leo Carrillo, will be the lures for the double's lady's.

Additional television names being talked for the fair are John Bromfield, who plays the sheriff of Cochise, and Scott Forbes, who portrays Jim Bowie in that video series.

Bookings were thru Clyde Baldschun.

VALPARAISO, Ind.—The Porter County Fair, a stone's throw from Indiana's Gary steel area, closed its run here Saturday (8) with spending on the grounds off about 25 per cent.

This was particularly true at the grandstand and other segments of the free-gate fair. The midway, however, with James H. Drew Exposition Shows, was more than holding its own, fair officials said.

A good crowd turned out for the Rotofri girl thrill show Friday night. (7) Other attractions that drew fair included the Venita Rich talent show, Lonzo and Oscar unit, pony show and one evening of horse pulling.

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High Winds Following Kelly-Miller in Minn.

HASTINGS, Minn.—The Kelly-Miller Circus has received more severe storms and tornado warnings following from two blowdowns in rapid succession. Warnings of winds ranging from 60 to 120 miles per hour were forecast in this area Tuesday (11) but the show received only rain early Wednesday (12) on the move to River Falls, Wis. Two one-third houses were recorded here in weather ranging from rain to extreme heat.

A John Robinson was given in one hour and seven minutes Monday

day (10) at Red Wing, Minn., due to warnings of a tornado with rain and hail. Show got some wind with rain and heavy hail after everything was on the ground. Performances attracted two three-quarter houses. Art Miller, general agent, with his wife and daughter, spent the day here.

A county fair with auto races opposed at Northfield Sunday (9) where the show drew a one-half house in rainy-cool weather. This was the first circus for the town in four years. At Waseca (8) a one-half house attended in the afternoon and a one-quarter house caught the night show in cool weather.

A poor lot was encountered at Mankato (7) because a carnival was on the choice 4-H Fairgrounds road. Two three-quarter houses attended in the cool weather. Adam-Scels Circus was featured at Shakopee where K-M drew a half house at the matinee and a three-quarter house at night in cool and windy weather. Some rain fell the morning. At Watzla, Wednesday (5), a one-fourth house caught the afternoon show and a one-half house was recorded at night. Extreme heat prevailed.

Mills Circus Scores 3 H's. Straw House

EATONTOWN, N. J.—Mills Circus pulled a three-quarter house at the afternoon show and a straw house at night here Monday (10) in fair weather under Rotary auspices.

At Union (7) a near-full house was on hand at the matinee and a straw house was registered at night in clear weather under Optimist auspices.

The lot for Verona was actually adjoining Cedar Grove, Tuesday (1) as the show drew a near-full house at the afternoon performance and a straw house at night for the Kiwanis in good weather.

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Hagen Circus Okay in Mich.

SOUTH HAVEN, Mich.—Hagen Bros. Circus scored a straw house at an afternoon-only showing here Sunday (9). At Portage, (3) the show drew a three-quarter house at the matinee and a one-half house at night despite a light drizzle through the day. The optimists were the auspices.

The tented competed with a nearby steam train event and at Battle Creek, Mich., Centennial Sunday (2) at Nashville and wound up with a half house at the afternoon-only performance for the Lions.

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JARMES JOINS KELLY-MILLER

RED WING, Minn.—Glen J. Jarmes, former co-owner and manager of the Jarmes and Bailey or Famous Circus, joined the staff of the Kelly-Miller Circus here Monday (10) as director of public relations and assistant to owner R. Miller. He replaced James M. Cole who resigned recently.

Cristiani Pulls West'n Crows; Billy Woods Falls

ELKO, Nev.—Cristiani Bros. Circus attracted 4,500 people Monday (10) in this city of 7,000 people. Billy Woods, of the Flying Saw-Deils, fell at the matinee and dislocated his shoulder as the net collapsed. He held a local reporter that don't on the trap but he caused him to hold too tightly too long and that while catcher Ray Valentine had caught him, he couldn't hold him. Woods was told not to perform for three weeks. The afternoon show was one-half full and the night show was three-quarters full under Elks auspices. A parade was given on night. At Rawlins, Wyo., Tuesday (4), Eddie Kuhn was clowned on the left hand of the matinee. Two near-full houses were recorded under the sponsorship of the Volunteer Fire Department in cool, clear weather.

Helene Hendricks Falls in Oregon

ONTARIO, Ore.—Helene Hendricks suffered a 30-foot fall at the opening afternoon performance of Rudy Bros.' Circus here Friday (31) but was released the following day from the hospital. There were no fractures, but she was treated for cuts, a badly bruised hip and head injuries.

She was coming out of her hand-foot heel swing on the trapeze when she lost her grip and fell, striking a wire fence and rebounding into a cluster of haly supports. A 750-mile jump over mountains and the 106-degree weather were blamed for the accident. Her husband, Eddie, in which his wire act with the show.

Alberto Zoppo recently purchased a new Ford range wagon and a white Arabian-Percheron gelding for his riding act on Clyde Bros. Circus.

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CIRCUS TROUPEING

By JON FRIDAY

TRIPLE SOMERSAULTING TONY STEELE, of the Flying Matrox, was inducted into the Army August 3, and is at Fort Dix, N. J., for basic training. The flying act was working at the Willow Grove (Pa.) Park and was recently in Ring Bros. and the recently disbanded Fabian's Fabulous Circus at San Mateo, Calif. The same city also gets the John A. Strong Circus, Kay Bros. Circus and James Bros. Circus this month.

Hubert Cade, in Moscow with the Ed Sullivan show, praises the Russian circus there. He will show Leningrad four days this week after closing in Moscow today (17). . . . Hugo Bredt, H. Cannon, ex-Sky King, Philadelphia, and the Seals-Simmons, high-pole dancers, are booked for the Police and Firemen Benefit Show in Philadelphia September 11. . . . Fleen-Barnes Circus entered Massachusetts last week for the first time in 30 years.

The R. A. Miller Circumana shopping center unit played Benton Harbor, Mich., last Monday and Tuesday with Eddie Franco, wife, and Fanny Ford and Babe Arnold drew two down numbers. . . . Tex and Marcie Maynard, Hagen Bros. Circus, recently were house guests of Arthur and Lorraine Kilpatrick, fans, at Battle Creek, Mich. Both Tex and Gaylord Maynard are flashing up the Hagen back yard with a father-and-son set, large car. . . . With the Ken Jensen Circus, a hall park operation was not a top in sight, Edna Jensen gets her name in the staff roster as boss canvasser.

★ ★

Betta Leonard, Wichita, Kan., when the Mac and Peggy MacDonnell CFA Tents give dinner for all members of Polk Bros. Circus at Eureka, Calif. CFA members present included Tom Upton, Helen Macquardt, Tom (Smoker) Rouse, Bob Madsen, Ross Lowry and John Brott. . . . Tony Diano's horses are booked for most of the month at New Orleans and Culver City, Calif. The Diano elephants will appear with the Tom Packer Circus in New Orleans in November.

Visitors to Cristiani Bros. Circus were Dr. Pepper, Jackie La Claire, Charles Shearman and Mrs. G. Chambers, Kenneth Ostland, Miss Gorro, Mr. and Mrs. Lawrence, George Warren, Gary Leitz and Tim Butler, reports Seacow.

Notes from Polk Bros.: Herman Weedon, 63-year-old retired wheelman trainer, visited George and Claude Kay visited Don Hanneford at Redwood City, Calif. It was their first meeting since 1917, when both appeared with Santos Artigas in Havana. . . .

San Backlick, playing the San Mateo Fair with his circus unit, was a guest of Frank and Janet Berg. . . . Billie Bilingly, a daughter of H. R. (Rube) Ray, was a visitor at San Jose. . . . Prince El Kigordo bought a nine-month-old tiger from the World Jungle Compound. . . . George Hanneford Jr. has a new station wagon. . . . Struppi Hanneford (Princess Tajana) is sporting a new exit wrap of the circus. . . . Mike Kribs are now trailblazers. She is the former Kay Frances Muppy Spaulding, married to Francisco. . . . When Mack MacDonald took a fall during the elephant act at San Jose, a news photographer got a shot showing him on the floor stepping the animals with upraised hand.

★ ★

TURNING BACK THE PAGES: 25 years ago—Ringing Bros. and Barnum & Bailey Circus had three jumps of over 400 miles each scheduled on its tour to the West Coast. . . . Hagebeck-Wallace Circus had four days set in Detroit and gave its downtown street parade. . . . Hay Wheel announced his retirement plans from the Million Dollar Pier, Atlantic City, 15 years ago—Colo Bros. Circus drew capacity night crowds at Denver. . . . Ringling opened a 10-day stand at the University of Detroit Stadium, Detroit, with a \$2,600 top. . . . Bentley-Russell circus personnel that presented a Live Bond show at the Victory Square included Jack Boyer, Mac MacDonald, Bert Pettus, St. Otis, Brownie Dugan, Clyde Beatty, Conch Escalante and Bill Antes. Five years ago—E. R. Gray's Circus opened at Hopkville, Ky., with a full house. . . . Acrobats and jugglers, including the Ringling Brothers, transpired and Harry Miller's troupe elegant from Fort Wayne Game Farm. . . . George Lerch, wife and juggling; Bakers and George, clowns; Miss Fisher, rolling globes; Harry LeMa's flying act; Kaylett, high act, and Leslie's seals. . . . Hagen Bros. and Hunt Bros. circuses were only two days from the raindrops than patrons for each. . . . Bill Gray Circus scored an overflow crowd at the Phillips Fair, Garret, Tex.

THE FINAL CURTAIN

BARTON—George, 76, circus horse trainer and wild west performer, at Harriburg, Pa., Monday (August 10). He had been with Buffalo Bill's Wild West, Ringling Bros., Walter L. Main, Hagenbeck - Wallace, Sparks and many other circuses and had operated his own shows on both railroads and trucks, the last being Bond Bros. He was with Hunt Bros. in 1957 working Liberty horses and again in 1958, working concessions. Survivors are his widow, Marguerite, Lou, a brother, and one son, Billy Barton, performer now with Harold Bros. Circus. Burial was Thursday (13) at Greencastle, Pa.

BRIOSINI—Rachel, wife of Michael Berosini, of a heart attack while in Port-of-Spain, Trinidad. Her husband is a former high-wire performer and currently can be contacted thru the U. S. consulate at Port-of-Spain. Burial August 6 in Houston.

DUCAS—Arthur P., 56, in recent years with Bean's Attractions, July 16 in College Hospital, Philadelphia, after a brief illness. He made his winter home in Tampa. A veteran of World War II, the deceased served three years in the Pacific area. Services July 20 at St. Louis.

IN LOVING MEMORY OF MY HUSBAND, SWEETHEART AND PAL

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In Loving Memory Of My Husband

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GLADYS M. WILLIAMS

In Memory of my DEAR HUSBAND

J. A. (TIM) WATERS
Who passed away Aug. 16, 1954.
JEANNETTE WATERS

Joseph's Church, Meadway, Mass., with burial in St. Joseph Cemetery, that city. Survived by his widow, Catherine.

RE—Mickey, 64, veteran midway concessionaire, August 7 in St. Paul. A member of the Showmen's League for 25 years, he had been with Rubin & Cherry and Royal American Shows. For the past 10 years he worked for Freddy O'Neill on the independent midway at the Minnesota State Fair, St. Paul. He was a resident of Chicago. Masonic services were held in St. Paul and burial took place in the Showmen's League of America cemetery plot, Chicago. Survivors include a son, two brothers and a sister.

REID—Tom, 71, former manager of the Alabama State Coliseum, Montgomery, June 1 in hurt struck by a car. A former minstrel musician and with other shows, he was with chambers of commerce for Demopolis, Ala.; Lexington, N. C., and the State of Alabama prior to being named director of the State Coliseum in 1947. He retired in 1958. Surviving is a brother, J. B. Reid, Guyton, Okla.

RITCHIE—Kenneth, 53, former manager of a unit of Burkhardt Shows, August 3 following a heart attack in Blandville, Ill. Burial with military honors took place at Muncie, Ind. His wife, Nora, one son, a stepson and three brothers survive.

SINGLETON—Robert D., 57, former mentalist, August 10 in Chicago after a long illness. During his many years in the business he had worked Chicago's Riverview Park, among other spots, but in recent years has been employed by a manufacturing firm. His widow, Nina, also worked the act, billed as Lady Nina, the Girl with 1,000 Eyes. He was a Mason. Services August 13.

ZANE—Betty, 66, formerly for many years with Midwestern dramatic and repertoire shows, last with the Davis-Brunk Comedians, August 3 in Los Angeles. Interment was made in Los Angeles. Surviving is a daughter, Betty Zane Nelson, of 505 West Avenue, Los Angeles 44.

RSROA Re-Elects Shattuck; Recognizes Roller Hockey

BOSTON—M. M. Shattuck, of California, was re-elected by acclamation for a third term as president of the Roller Skating Rink Operators' Association of America (RSROA) at the 22d annual convention held recently. Ralph Fox, of Omaha, and Roy Parker, of Bradley, Ill., were elected to the board of control, succeeding A. E. Lizenberg, Philadelphia, and Jack Dalton, Cleveland. Incumbent Victor Caille, of Wilmington, Del., was re-elected to the third seat on the board.

The establishment of a national institutional program of education in behalf of roller skating was a highlight of discussion at convention sessions. Although no details were finalized and no concrete program formally adopted, progress was made in this direction, and the ultimate program is expected to be adopted at next year's convention.

Roller Hockey Status
Roller hockey came in for detailed attention and was given definite new status under the aegis of the RSROA for the first time. The RSROA, accordingly, has drafted a new "beginning set" of regulations designed both to promote and to control the sport. Official recognition was given with the establishment of the new post of National Roller Hockey Commissioner, and the appointment of Joe A.

Sullivan, operator of the North St. Mary's Rink, San Antonio, a roller hockey enthusiast for years, as the first commissioner.

Award of the 1960 RSROA convention and the American Amateur Roller Skating Championships, held annually in conjunction with the convention, was made to Little Rock. The site will be the T. H. Martin Coliseum, with dates tentatively set for July 23-30.

The gathering here also awarded the 1961 convention and American Championships, on a tentative basis, jointly to A. V. Rodman and M. M. Shattuck. Plans are to conduct them in Pan-Pacific Auditorium, Los Angeles. The board of control approved 17 new applications for rink operator memberships in the RSROA.

As a means of standardizing procedure in State and regional championships, the board set a maximum sales price for programs offered, and maximum advertising rates for space in the programs.

Freeman Honored
The high honor of membership in the RSROA Roller Skating Hall of Fame was unanimously awarded to Fred Freeman, of Miami, a past president and member of the board of control. With this honor he joins the select group which includes Perry Rawson, Victor J. Brown, William T. Brown, and two deceased members, Fred A. Martin and Ralph Ware.

Jack Dalton, owner of the Rollercade, Cleveland, was honored by election to life membership in the RSROA. Dalton has served the organization as a member of the board of control for many years, retiring this year.

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CARNIVAL CONFAB

THE FAIR in Middletown, N. Y., drew a big contingent of showmen, being the top Northern spot to date. Making it were Mr. and Mrs. Joe Uklich with their band, Bob Norman's root beer barrel and grab, Morris Brown with several stands (Angelo Peppo, Sam Weisser, Patty Finerty, Charley Silvers and others were on hand), Col. Jerome Wiley's auction stand, and Henry Vonderheide's neatly framed Wild Life. ... Louie and Paty Scherz held down the How-Reit house trailer in Middletown and Betty Reithoffer was there with her office-house trailer. Young Rick Reithoffer is active around the Reithoffer lot after suffering a wound requiring eight stitches alongside his eye, at Angelica, N. Y. ... Ralph Silverstein, of Reithoffer Rides, married at Angelica, N. Y. ... Life is touring with the show as ticket-taker. ... Infant Robert Allen Howard is making fairs with his mother, Kildan, and dad, Al Howard, prey of How-Reit Shows.

Eddie Ekhaus, promoter, has been with Cristiani, Beatty-Cole and Ward Beam dates this year. ... Marty Weiss, Miami club secretary, went from Levi Memorial Hospital in Hot Springs. "Hope to be up on crutches soon. I'm feeling pretty good and coming along fine in my walker. ... a tough battle but I'm not giving up. ... Thanks to all the brother and sister members who have sent get well cards and telegrams." Mr. and Mrs. Herman Bantley visited the Strates midway in Clearfield, Pa. Their son is Dr. Harry Copping Bantley who has a medical clinic in Reynoldsville, Pa. His dad was Harry Copping, former railroad show operator. ... congregation point for jackpots at Clearfield was the bingo, managed by Gene O'Donnell.

Tim Coleman is out of the hospital and back in action. Was working his p.c. at the fairgrounds in Boonville, N. Y. ... Also in Boonville was the new trailer cookhouse of Butch and Faye Rossito. They worked both their cookhouses and pulled down a nice week. ... The intoxicating Martini is revue feature with Marks Show. ... Joe Boston has expanded considerably to take care of expected week-end business at the big fair in Ottawa. ... "This is IT." George Whitehead went from Reno. A veteran business agent and legal adjuster with Brown and Dyer, T. A. Wolfe, Kaus Units, Page Combines, Page Bros., Thomas Joyland, and last with Strates, he has retired, came, bow tie and all. ... Cut up jackpots at the Polack Circus run there, with Ben Polack, Louis Stern, Sam Ward, Justin Edwards and others. Retirement is final. Reno is God's country, and fondest regards to all Eastern shows from George Whitehead. *Irwin Kirby*

VINCENT KUROPATWA reports from Crafts Exposition Shows that Roger R. Warren, co-owner, and James Lantz, manager, are keeping a close watch on big league baseball and the office is the scene of many friendly arguments. Warren is pro-Giants, Lantz is pro-Braves, and Blanche M. Henderson, secretary, is a strong Dodger fan. ... Tony Correria, who quit the business a few years ago, is back at Crafts exhibition. The Correrias are expecting their fourth soon. ... Dorothy Correria, Evelyn Lantz and Vincent Kuropatwa were showered with wishes and gifts on their recent birthdays. ... Elsie Silvers, who has sold tickets on the kiddie rides for 11 years, also received gifts recently for no special reason. Her husband, Sam, has the plich-billy-yow. ... Mr. and Mrs. Victor Thomas and children, Lynda and David, joined after several years in the Midwest. Lynda is working for Moxie Miller while Mrs. and Lynda are ticket sellers.

From Royal American, Joe Pearl writes that Eddie Loyd, producer of the Johnny Mack Brown Western Show, has added

(Continued on page 60)

Strates Ups New Canvas For Menagerie

HAMBURG, N. Y. — The Erie County Fair midway took shape early and nicely, with the James E. Strates Shows coming in from their Clearfield (Pa.) Fair date. A convenient layover was provided for the Saturday (15) opening.

The new white circus top, a 70-foot round one with 20 20-foot middle pieces, went up during the week and will be used for the show's menagerie, one of the biggest in carnival circles.

Butler, Pa., was satisfactory, and Clearfield was far ahead of last year in earnings. The line-up here included Gene O'Donnell with the Jones group game, the only one awaiting the fair's opening. In previous seasons Hamburg had been a northern Mecca for bingos.

Wisner, Neb., Big Winner For Strong

WISNER, Neb. — Strong Amusement Company racked up good business at the Livestock Show here August 7-9, even the rain and humid weather existed.

From here the show headed for its regular fair route which will include a number of overnight moves to accommodate committees.

Visitors here included Wiley Mickleson, N. Bend, Oswald Ritchie and Jack Strong. The last named, the son of Thomas and Verna Strates, is now in the U. S. Navy and would like to receive mail. His address: J. H. Strong, MM2, A Division, U.S.S. Alundra AF-55, Ft. Stan, Francisco.

C-W Gets Excellent Business at Ionia

Partners Eye New Midway Records; Early Still Dates Disappointing

IONIA, Mich. — The Cetlin and Wilson Shows, out since June 1, caught the first taste of excellent business here at the Ionia Free Fair And, was quite a taste.

Thru Thursday (13), fourth day of the six-day event, grosses from rides and shows, not counting receipts from a Sky Wheel and a Wild Mouse, were more than 20 per cent ahead of last year.

With two days to go before the winding up, the show's long-time co-owners Jack Wilson and Les Cetlin eyed the possibility of setting a new midway record at the fair.

Cetlin and Wilson worked the strongest line-up of rides in the many years it has been coming here. Besides its own regular rides and the Sky Wheel, booked in by H. H. Brown, and a Wild Mouse, owned by Don Dewis, the show also presented a Bubble Bottom and a Hurricane, the last two owned by D. R. Steck.

The Bounce and Hurricane wrapped on the regular midway. The Sky Wheel and Mouse ride were set at the front end of the fairgrounds, at a considerable distance from the midway. The wheel and Mouse operated with a 50-cent adult price and a 35-cent kiddie price.

Outstanding in the show's regular line-up was its battery of kiddie rides.

Of the shows, Raynell's Revue, produced by Raynell Golden, did outstanding business. On the fair's second day, this unit doubled its gross the same day of last year.

Prevue night Sunday (9) helped to get in several hours to good results.

The show moved in here with equipment flashing much new pain the result of a week's lay-off following a still date at New Castle, Pa.

Early still dates, of which there were about eight weeks in Pennsylvania, yielded disappointing business. The threat of a steel strike was blamed by Cetlin, who observed that the threat of the strike hurt more than the strike itself. Business, he reported, turned for the better once the strike was on.

Cetlin, who had been hospitalized for four weeks: early this season, appeared in good health, and reports the show at the fair's annual general's dinner Wednesday (12).

Beside Cetlin and Wilson, other key staffers include Bill Hartmann, treasurer; J. E. Walker, secretary; Peasey Hoffman, special representative; Jack Leiper, assistant secretary; Clyde Mulligan, electrician; Jess Warren, trimmester, and Joe Burns, shop foreman.

How-Reit's Gross Up at Middletown

40% Increase Registered at Mid-Week; New Sections Add Concession Space

MIDDLETOWN, N. Y. — Big increases over previous years in How-Reit Shows in its first appearance at the Orange County Fairgrounds (Thru Thursday) in the fledgling carnival company, born last winter after the retirement of Is Trebish, was ahead in every department.

Ride grosses were up 40 per cent and real estate took a 50 per cent leap with the opening of new concession sections. Back-end business lagged behind the rent, for unattractive reasons, altho the equipment provided there was bigger and more flashy than Middletown has known.

Dissolution of the I. T. Shows last winter was tied in with creation of How-Reit, in which Al Howard and Fred Reithoffer Jr. are partners. Former I. T. equipment and units provided by Reithoffer comprise the spread. For the opening fair here every ride was painted and numerous other midway improvements were noted.

The Reithoffer kiddieland front highlighted the separate section of juvenile rides. The one-time I. T. office trailer has received a facelift at great expense, being decked out with white extra-round, lavish insides. Paneling, recessed lighting, upholstered furniture and other embellishments make it equal to some of the best offices on the road.

Twenty-one rides and 10 shows were fielded. There was the twin Ferris wheels, Merry-go-Round, Little Dipper, Orbit, Tilt-A-Whirl, Scooters, Roll-o-Plane, Whip, Caterpillar, Helicopter, Octopus, Roundup, Scrambler, Rock-o-Plane, and six kiddie rides.

Show line-up included a couple of outstanding ones. The Gorilla

Show, operated by Henry Vonderheide, has a novel form featuring bunched bamboo uprights, and an animal cage platform. Vonderheide's own Wild Life, containing animals borrowed from his Pennsylvania animal park, has some of the neatest cages and most legitimate animal exhibits on the road. Also in action were the Club 21, Bagdad, Outer Space Rocket, Funhouse, Fitzpatrick Snake Show, Reptile Show, Old Lady in the Shoe, and Young's ponies.

The fair opened nicely on Saturday (8) but heavy rainfall broke up the action at 10 a.m. On Sunday there was morning rain, but the overcast skies rest of the day. Despite the handicap, business was okay. Monday (10) was a record day for the show.

Bennie Weiss fielded his new game, built at considerable expense over the summer. It worked okay once the bugs of leveling it were eliminated, since the group-game location here is on a hill.

Harrington & Hughesville Keep Shows

NEW YORK — Two key fair dates were retained by Eastern shows playing them this year. Prell's Broadway Shows was awarded a 1960 repeat contract for the Kent and Sussex Fair, Harrington, Del., and the American Amusement Association signed the Wyoming County Fair, Hughesville, Pa.

CORNERLAW FREE SHOWS

"Nothing Old But the Name"

Want for Cookeville, Tenn., the largest Free Fair in the State of Tennessee, week August 24-29.

RIDES: Moon Rocket, Paratrooper, Looper, Helicopter, Wild Mouse, Dodgem, Round-Up and Caterpillar. Cost one Rockwell only.

SHOWS: Monkey Speedway or Monkey Drome, Motordrome, Ten-in-One, Wrestling Ape, Big Snake Show, Mechanical City or any good family-type Show.

Attention, Bill Chalkins! This is a hit, contact me. Lentini, contact me.

All legitimate Concessions open.

Replies by wire only to LAVOY WINTON, Tracy City, Tenn., this week.

WEST VIRGINIA STATE FAIR

Lowisburg—Ronceverte, West Va., Aug. 24 to 29 incl.

SHERBURN STATE FAIR

Charleston, West Va., Sept. 2 to 7 incl.

CAN PLACE: Round-up or any new Ride not conflicting. No Kiddie Rides wanted. SHOWS: Worthwhile Grand Shows and will also place one Belly Show to feature. No Girl Shows. CONCESSIONS: Can place Long Range Shoeing Galleries, Photo, Ball Games and all legitimate Merchandise Concessions. Positively no exclusives at fairs.

ALL FAIRS UNTIL MIDDLE OF NOVEMBER AT JACKSONVILLE, FLA., FAIR. WANT GENERAL AGENT WHO CAN BOOK A 40-CAR SHOW.

All Address

Cetlin & Wilson Shows, Huntington, West Va.

Siebrand Bros.; *Don Hanna; Liv-
ington, Mont. 10-22

BILL HAMES SHOWS

WANT TO BOOK FOR SOLID ROUTE OF FAIRS

SHOWS: Will book Shows of all kinds not conflicting.

RIDES: Will book Kiddie and Major Rides not conflicting.

HELP: Can place General Ride Help. Also useful People in all departments.

CONCESSIONS: Can place legitimate Concessions of all kinds.

Fair route includes Paris, Tex., this week; Gainesville next week, followed by Marshall, Abilene, Amarillo, Lubock, Waco, Palestine and other Fairs to follow.

Those joining now will be given preference at the Fat Stock Shows at Ft. Worth, San Antonio, Houston, San Angelo and Mercedes.

Contact **BILL HAMES, MGR.**, Per route.

CALUMET CITY, ILLINOIS
Sept. 3-7
Annual Labor Day Festival, City Park
INDIANAPOLIS, Fountain Square
Sept. 17-20
Annual Woodlawn Fall Festival
HARTFORD CITY, INDIANA
Sept. 22-24
Annual Fall Street Festival
FLORIDA FAIR ROUTE Opens Oct. 19
Starks, Florida.
CONCESSIONS AND RIDES, CONTACT
TOM L. BAKER
3238 Broadway Blvd., Indianapolis
Phone 7-1717
MILLES AMUSEMENT BUREAU RIDES

MIDWAY OF BIRTH SHOWS
Want Rings, Bowling Alley, 6-Cars that work, 2nd and 3rd class, Pitch-Tilt-You-Win, Pitches of all kinds except Bear Steady, Gallery.
Nashville, Ill. Fair this week; Monopoli, Ill. mid week and Jefferson Square mid week, followed by Eldorado, Ill. fair on the last of August. Arkansas and Mississippi Fairs through October.
CALL PLACE SECOND MEN ON RIDES.
Must drive. Address per route.

MOUND CITY SHOWS
Want Pitches, Pitch-Tilt-You-Win, 6-Cars that work, 2nd and 3rd class, Pitch-Tilt-You-Win, Pitches of all kinds except Bear Steady, Gallery.
Also other Ride Help.
Nashville, Ill. fair this week; Monopoli, Ill. mid week and Jefferson Square mid week, followed by Eldorado, Ill. fair on the last of August. Arkansas and Mississippi Fairs through October.
CALL PLACE SECOND MEN ON RIDES.
Must drive. Address per route.

ROYAL AMERICAN SHOWS

Can place 2 Ferris Wheel Men, also 2 Cat Drivers for balance of season. All replies

ROYAL AMERICAN SHOWS

Minnesota State Fairgrounds
St. Paul, Minn.

GOODING WANTS

→ **RIDE FOREMEN AND HELPERS** ←
FERRIS WHEEL, CATERPILLAR, MAD MOUSE AND OTHER RIDES
TOP SALARY SEMI DRIVERS PREFERRED. GOOD EQUIPMENT. PLEASANT WORKING CONDITIONS. LONG SEASON SOUTH. YEAR ROUND EMPLOYMENT. MUST BE SOBER. CHASERS, FLOATERS STAY AWAY. NO COLLECT WIRELESS OR TRANSPORTATION TO JOIN. IF YOU CAN QUALIFY, ADDRESS

GOODING AMUSEMENT CO.
1300 NORTON AVE. AXminster 4-3717 COLUMBUS, OHIO.

Jimmie Chanos Shows

Want for Jr. Chamber of Commerce Fair, Fairborn, Ohio, Aug. 24-29
Cygnet, Ohio, Home Coming, Aug. 31-Sept. 5

Want Legitimate Concessions of all kinds. Pitch-Tilt-You-Win, Hoopla, Fish Pond, Ball Game, Darts, Jewels, Ice Cream, Contact. Ball Games of all kinds, Basketball or any other Legitimate Concession. Want Family-Type Shows, very reasonable payment. No Flats. No Cypriotes. All replies Jimmie Chanos Shows
Kandallville, Indiana, Fairgrounds, this week.

WANTED

MERRY-GO-ROUND MAN, FERRIS WHEEL MAN

Will book Jewels, Ball Games, can confining Merry-go-rounds for a good route of fairs. This show carries a free act and no gate. Grand, Neb., Aug. 18-22; Burlington, Neb., Aug. 24-26; Stapleton, Neb., Aug. 27-30; Dunning, Neb., Sept. 1-4; Sade, Colo., Sept. 10-12; Sade City, Okla., Sept. 13-15; Clayton, N. M., Sept. 21-24. All replies to **JOE L. KING, KING BROS.' SHOWS**, as per route

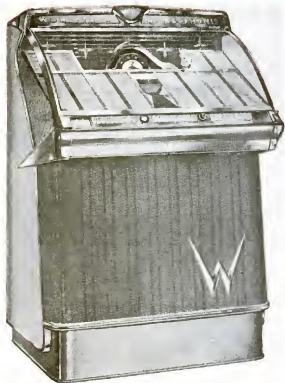
L. & L. SHOWS

Ten Fairs-Tennesses & Mississippi-Miss Midway
Livestock, Tenn., Aug. 17-20
CONCESSIONS: The Midway, 2nd Class, 3rd Class, 4th Class, 5th Class, 6th Class, 7th Class, 8th Class, 9th Class, 10th Class, 11th Class, 12th Class, 13th Class, 14th Class, 15th Class, 16th Class, 17th Class, 18th Class, 19th Class, 20th Class, 21st Class, 22nd Class, 23rd Class, 24th Class, 25th Class, 26th Class, 27th Class, 28th Class, 29th Class, 30th Class, 31st Class, 32nd Class, 33rd Class, 34th Class, 35th Class, 36th Class, 37th Class, 38th Class, 39th Class, 40th Class, 41st Class, 42nd Class, 43rd Class, 44th Class, 45th Class, 46th Class, 47th Class, 48th Class, 49th Class, 50th Class, 51st Class, 52nd Class, 53rd Class, 54th Class, 55th Class, 56th Class, 57th Class, 58th Class, 59th Class, 60th Class, 61st Class, 62nd Class, 63rd Class, 64th Class, 65th Class, 66th Class, 67th Class, 68th Class, 69th Class, 70th Class, 71st Class, 72nd Class, 73rd Class, 74th Class, 75th Class, 76th Class, 77th Class, 78th Class, 79th Class, 80th Class, 81st Class, 82nd Class, 83rd Class, 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4 BIG FEATURES

PATRON PLAY APPEAL
*
TRUE
STEREOPHONIC SOUND
*
TROUBLE-FREE
OPERATION
*
HIGHEST
EARNING POWER

make
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Williams Renamed; Games Continue as Main Products

CHICAGO—Williams Electronic Manufacturing Corporation is the new name of Williams Manufacturing Co., Inc. announced last week.

The announcement was timed with a letter to Williams distributors calling attention to the recent merger of the firm with Consolidated Sun Ray, Inc., Philadelphia organization listed on the American Stock Exchange. (The Billboard, July 27.)

Stern said that Williams "plans to continue game manufacturing." He stressed that "games will continue to be our major effort."

Said the Williams letter: "We, at Williams, wish to call your (distributors') attention to the fact that this is the first case in which the stock of a game manufacturer has been acquired by one of the major companies of the United States. Consolidated Sun Ray is publicly

held and is offered on the American Stock Exchange. Certainly, this is a coin machine industry public relations program, was Tuesday (11) elected president of the new Information Council of the Coin Machine Industry in a meeting at the Hotel Bismarck here.

In the final meeting of the temporary organization group, nominations and election of the board of directors and the executive committee were completed. Acceptances for appointment to the executive committee were immediately obtainable from those present; but, pending notification and acceptance by those not present, the complete organizational slate is being withheld.

Those attending and accepting appointments to the executive committee were Herb Jones, Bally Manufacturing Company; Art Weind, Chicago Dynamic Industries;

CHICAGO—Lou Casola, Rockford, Ill. operator and one of the task force of three operators who sparked the original movement for a coin machine industry public relations program, was Tuesday (11) elected president of the new Information Council of the Coin Machine Industry in a meeting at the Hotel Bismarck here.

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LOU CASOLA

Ed Ratjack, AMI, Inc.; Bob Siffer, executive secretary of National Coin Machine Distributors Association; and J. Monmouth, Peoria, Ill., operator.

Signal for the final organization meeting and ending of the original committee's work was the arrival

of the charter of incorporation and adoption of bylaws.

The nominees to both the executive board and board of directors came from all areas of the United States, including Hawaii and Alaska. Names were submitted to the organization committee from numerous individuals throughout the country. While it was aimed to get somewhat equal proportions of operators, distributors and manufacturers, this was largely bypassed to include representative groups and individuals who could contribute to the success of the program. The problem was not in getting enough persons, but in holding it to a workable group. Many individuals were nominated but had to be passed over in order to insure geographical and industry segment representation.

The bylaws adopted provide for several categories of membership in the council:

(Continued on page 75)

Operators Not Unduly Upset About New Game Lack; Collections Firm

BY KEN KNAUF

CHICAGO—The absence of a big new game for the past months has many operators dancing with tears in their eyes.

These are the operators who feel that while a new game would undoubtedly put up location grosses, it would also likely force them to make heavy investment in equipment. When competitors buy new, solid game attractions for their spots, it means the operator who's been satisfied with grosses from used shuffles and other such models must buy too, or face a drought in coins.

A good many operators are currently in such a position. They have seen their non-spectacular but steady grosses from two, three or four-year-old shuffle bowlers and early model ball bowlers, old model guns, and other games. Most of these games have long since paid for themselves in collections.

are gray to operators, for these games require little upkeep, and they paid for them within the first year of operation.

Operators who are drawing modest returns from routes made up in the main of used shuffles, ball bowlers, pools and a few scattered used novelties are not those who are calling for "a new game to come along." They are satisfied to wait another six months or so.

Most of the operators in this camp are those who have machines in neighborhood taverns, city snack bars and hamburger spots, where patrons tend to grow attached to playing certain games—shuffles in particular. Patrons of such spots have been known to chant, "bring back the shuffle" after an operator has moved in a new novelty game.

It is in these quarters that operators—and this group generally in-

Most of the operators in this camp are those who have machines in neighborhood taverns, city snack bars and hamburger spots, where patrons tend to grow attached to playing certain games—shuffles in particular. Patrons of such spots have been known to chant, "bring back the shuffle" after an operator has moved in a new novelty game.

It is in these quarters that operators—and this group generally in-

Gotham Juke Box Traders Irked by Newspaper Stories

NEW YORK — Juke industry sources were not at all pleased with alleged innuendos and implications contained in certain daily newspaper reports last week dealing with the new consent decree under which the Music Operators of New York is now operating.

In the final judgment to an action started by Attorney General Louis J. Levitt last April 29, signed by Justice Charles A. Loring, the Music Operators of New York were prohibited from main-

taining any system of registration of customers, allocating customers, prohibiting members from soliciting customers, adjusting operators' disputes or requiring the use of MONY or other trade organization labels or designations on juke boxes.

Particularly irritating to the trade and especially those who are now engaged in trying to set up a workable and effective juke public relations program, was a reference in the New York Herald Tribune to this effect: "Still pending as a part of the Attorney General's two-pronged attack on alleged racketeering in the coin operated machine industry is a similar Supreme Court action against the Associated Amusement Machine Operators of New York, Inc. The clear implication here, according to the irate observers, was that

(Continued on page 77)

Action Halted Against Conn. Pins; Wait Rule

HARTFORD, Conn. — A Connecticut State Police crackdown on pinball machines will be postponed until the State Supreme Court of Errors rules on a State Superior Court decision that the machines are illegal.

However, State police will continue to arrest persons proved to have received cash payouts for games won.

State Police Commissioner Leo J. Mulcahy has disclosed that his decision to put off the crackdown came after a conference with State's Attorney General Albert I. Cossentino.

The pinball case began over Memorial Day weekend when State police conducted a five-county raid in which 44 machines were seized and 30 persons were arrested.

Joseph Farina, New Britain, Conn., pinball machine owner, then asked for a Superior Court injunction.

(Continued on page 77)

BY CAMERON DEWAR

BOSTON—Weighing the possibilities of the European export market isn't exactly new for Greater Boston coinmen, but this means of diversification has caught the attention of two more music and games men. . . . Several have gone in other years, notably, David S. Bond, president of Trinitone Automatic Sales Corporation, who has made the trip a number of times.

Just returned is David Shuman, sales manager of Atlas Distributors of Boston (AMI), and leaving shortly will be David J. Baker, president of Mel-Tone Vending

Company, Inc., of Arlington to combine business and pleasure in a half dozen European countries.

Shuman, who observed conditions in five Continental countries and in England, believes that the situation is ripe for any astute American businessman to make a lot of money in exporting juke boxes and games. This, he says, is especially true of Western Germany, where prosperity is evident on every hand.

Want Used Machines

He found used equipment in great demand since a European-

manufactured juke box costs somewhere around \$3,000 in U. S. money. Added to the fact that financing is practically unknown apart from a small amount done under State control. Since, also, European laws tend to favor the buyers more than the seller, it becomes a most involved procedure to replenish merchandise.

The operation is much different than that in America, Shuman points out, with most distributors selling directly to locations and the function of operator and distributor being rather vague. With the application of American business methods, he feels, the music business could be a profitable one for an American willing to invest.

It would, of course, be necessary to form a European company with a native as president. This, however, he found, would not present too many problems for someone with the necessary capital. Shuman believes that the same plan could be followed in almost any line of business.

With travel facilities as they now exist, he points out, the world has become everyone's market and that advantage will be taken of the situation by forward-looking businessmen here. He likens it to the expanding market of the suburban shopping center wherein merchants have taken their goods right within reach of the customer.

Language No Barrier

Shuman advises anyone thinking along these lines not to be dissuaded by the specter of a language barrier. English, he says, is enough to meet the law.

(Continued on page 77)

Bally Ships High-Scoring Bat-Pitch Game

CHICAGO—Batting Practice, a new high-scoring batting and pitching game, was shipped to distributors last week by Bally Manufacturing Company.

Featured are popular bonus scores and moving targets. Player presses one button to pitch ball; another to bat. Two players can compete.

A light kiosk from one hit target

(Continued on page 75)

See Hopes for Recovery Of Italian Pinball Market

ROME — Although five-ball pin games have disappeared from public locations here, operators are optimistic that the games will eventually be permitted again, even under new regulations.

Word is that the regulations to come would guarantee that minors would not be allowed to use the machines and that there would be no money prizes awarded. Operators are hopeful that the good news will be announced September 1.

Meanwhile, police are busy raiding "tipper speakies," the name given to clandestine establishments which make the popular machines available for play. At the Fiumicino Beach near here, an establish-

ment with six machines was recently closed by police who say that there are still many others, catering mostly to minors.

The market price of pinballs which averaged \$360 before the July 1 law, is now reported at Turin to be as low as \$40 by owners who want to unload their fortunes. Export difficulties in sending the machines to France, which is threatening to close down on pinballs, and to Austria, Yugoslavia, Germany, Spain, North Africa and the Middle-East, is said to be the reason.

Police here have been forcing the removal of pinballs to costly storage space, holding that simple "Not Working" signs are not enough to meet the law.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Prices in the index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of August 10)

[illegible]

WANTED

For export to Canada,
BALLY SKILL PARADE, Plain & Deluxe.
Please write to:
MODERN AMUSEMENT COMPANY
2181 Jeanne D'Arc Street
Montreal, Quebec, Canada

Northern Minnesota COIN MACHINE ROUTE FOR SALE

Phonographs—Bowlers—
Naval Games
Owner retiring after 25 years.
Substantial down payment re-
quired.
BOX NO. 968
The Billboard
188 W. Randolph, Chicago, Ill.

ARCADE

Exhibit Shooting Gallery.....	\$ 65
Williams Ten Pins.....	150
Genco Circus Gun.....	295
Genco Gun Club.....	195
Williams Polar Hunt.....	175
Williams Crane.....	65
Williams Four Bigger.....	195
Irving Kaye Hockey, new.....	175
Bally All Star Bowler.....	150
Bally Heavy Hitter.....	Write
Bally Gun Smeke.....	Write
Bally Moon Raider.....	Write
Bally Cigarette Vanders.....	Write
Bally Skill Roll.....	95
Calico Scales.....	35
Walling F-I Scales.....	65
King Hot Rod Ride.....	90

KING-PIN

EQUIPMENT COMPANY
836 Mills St. 7244 Penhal St.
Kalamazoo, Mich. Detroit, Mich.

Quebec Operator Calls for End of Intra-Industry Spats

STE. AGATHE, DES MONTS, Que.—Sam Solway, veteran coin machine operator in the Laurentian Mountains of Quebec, feels that a prerequisite public relations for a successful program for the industry is the elimination of intra-industry bickering.

Solway expressed this opinion in a letter to The Billboard this week. Portions of the letter follow: "The task facing the coin machine industry is an enormous one, but our industry is well able to perform it, because this industry has enormous facilities with which it may genuinely and honestly gain the good will and the respect not only of our own public, but also of the people of other nations.

First Task
"I honestly believe, however, that while efforts should be made in the direction of a good PR program, it is absolutely imperative that we improve relations within the industry.

"As a first and humble suggestion, I would like to see the slogan 'dog eat dog' obliterated forever from our industry. And in order to eradicate this stigmatic slogan, we would have to actually introduce a substitute and adhere to it in practice.

"I'm not suggesting a slogan, but I would suggest that, The Billboard or the PR Program Committee should invite the operators to compose one that would sponsor the meaning of courtesy, good manners and good fellowship.

"Before the public will accept any good services from us, it must first gain a good opinion of us. Fraternity Needed.

"Before moving forward, we must stop moving backwards. If we want to do good to the public,

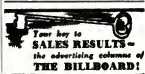
we must stop doing harm to each other, because we are part of the public. For one thing, we must establish a type of fraternity within the industry, that not only small



SAM SOLWAY

operators not be squeezed out of business, but the industry will help them to remain.

"It is not a fallacy that in numbers there is strength. The industry needs many more operators, more jobbers and distributors, more manufacturers, more engineers and inventors, and by all means more and better organization. I feel that automation is in its infancy, and the coin machine industry may be termed father and leader.



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**CHROME SIDE RAIL MOLDING FOR
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CLOSEOUTS POOL TABLES

**BALLY—UNITED—CHI COIN
BIG BALL BOWLERS
KIDDY RIDES**

WANTED

**WILL PAY CASH \$'s FOR
BALLY SKILL PARADE
REDD DISTRIBUTING CO., INC.**

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There's an Easier Way to Make Money!

Yes, more operators every day are discovering there's an easier way to make more profits. They're joining the "Big Switch" to Rock-Ola. Experience has proven that the dependability of a Rock-Ola phonograph is the guaranteed way to more profits per location.

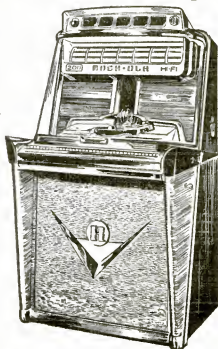
Less service calls mean lower overhead, less part replacements and happier locations. This time tested combination is the surest, easiest way to increased profits from your "take."

If you haven't already joined the "Big Switch" to Rock-Ola in '59, do it today! Your profits will be glad you did!

ROCK-OLA tempo
800 and 120 selection phonographs

Available in True Stereophonic Fidelity or in the finest Monaural High Fidelity sound.

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Mexican Juke Box Mfr. Launches Diversification in Allied Fields

By REN GREVATT

NEW YORK—Casa Riojas, which started in the juke box manufacturing and distributing business nearly 20 years ago in Mexico City, is in the process of launching a diversification program in the related fields of records and pipe organs. The interesting continuation of allied operations comes about as the result of increasing competition in the juke box field which has been slowly developing in the past few years there.

According to Jose Riojas, an exec of the firm, in New York to visit various financial houses with which his firm does business, the company manufactures Wurliizer juke boxes as a licensee on a royalty basis. Current production level

is about 1,000 units a year, but this is expected to be stepped up to about 1,500 next year when the company will make stereo boxes available for the first time.

Riojas estimates that there are about 45,000 juke boxes in use in Mexico, of which nearly 30 per cent were supplied by his company. "Many of these," he said, "are still 16-inch, 7 1/2 r.p.m. models, which of course means that there is quite a replacement market."

Essential Factor

In Mexico, the juke box in many areas is an essential factor in the entertainment scene. This is because many rural areas lack electric power, which means that there are no theaters or TV sets in use. The juke box in the village, however, is its own power generator, is the only source of music entertainment. Mexican location owners also own their boxes and in most cases do the programming themselves. The records in many cases are bought in the retail record store at the same price the individual customer would pay, about 72 cents per single disks. Location owners are guided in programming by the requests of customers and by recommendations of store owners.

More and more juke sales, according to Riojas, have to be made on a time-payment plan, with payment periods ranging as high as 40 months. Salesmen operate on a sliding scale of commissions. If the purchase is on a cash basis, they get a flat 10 per cent. If the installment plan is used, the commission ranges as low as 6 per cent, in the case of a 40-month span. Reason for the necessity of installment selling, Riojas indicated, is the growing competition, with such American firms as AMI, Rock-Ola and Seaburg all now manufacturing thru licensed Mexican firms.

20-Centavo Play

Mexican locations, as far as payment per play is concerned, are in a somewhat similar predicament as that faced by the industry in the United States for the past several years. In most areas a 20-centavo piece (1 1/2 cents) gets one play. There is some attempt now to develop the 50-centavo piece (4 cents) as the unit of play. "But if one fellow raises the price, the customers will boycott him and go to another location," said Riojas. "It takes a long time to convert but it will come gradually."

Competition in the juke box field has caused Riojas to enter the record business, thru its own pressing plant and its own label. The com-

pany is also the Mexican distributor thru its office in Mexico City of such American labels as MGM-M, United Artists, Fantasy, Design, Crown and Janus. The company's own label, Cor Records, will soon be on the market with a number of singles by Mexican artists.

The level of programming, language-wise, varies considerably according to location. Near the United States border areas, Riojas said, there is much activity in American records in the boxes, especially country material, but as one gets further from the border in the heart of the country, the material is mostly Mexican except in certain built up city areas. Radio stations exist in the border sectors play largely Mexican platters, which accounts for the ratio of juke plays and disk sales. (See separate story in music section.)

Another area of diversification is the company's pipe organ business. The organs are largely of the church and theater type. Riojas indicated that the Magnus chord organ will soon be made available in the Mexican market, thru a plant set there by Magnus with a monthly capacity of 300 units.

Chi Coin Ships Playland Rifle Gallery Game

CHICAGO—A new rifle-type gun game, Playland Rifle Gallery, will be shipped to distributors this week by Chicago Coin Machine.

Target features are realistic-moving rabbits, which scamper



across the playfield and drop individually when hit. In addition, the game has five bull-eye type targets.

The cabinet is standard gun game size and tote a realistic .22 rifle which fires in single or rapid fire. Players get 25 shots for a dime.

Playland has both a match play and perfect score replay arrangement.

Auto-Bell Opens Doors This Week

CHICAGO—Auto-Bell Novelty & Manufacturing Company stages its grand opening this week, beginning Tuesday. Operators and distributors from throughout the area are invited to drop in any time during the week and look over the new headquarters at 40 N. Wood. Al Warren reports the offices and showroom set up and the plant in full swing. He promises cocktails and sandwiches to all visitors. On hand to greet tradesmen with Warren will be Zeke Wolf, Auto-Bell chief, and Howard Freer, new addition to the sales staff.

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Gott. Southern Bell50
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Gott. Gypsy Queen60
Gott. Flying High45
Wm. Airways30
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Slight charge for crating
We have a large Selection of
Bally Ranges Games at Reasonable
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BALLY 11 FT. BOWLING LAMES\$275
BALLY CYPRESS GARDENS BINGO355
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UNITED SHOOTING STARS195
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SHOPPED-CLEANED-
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Texas Ops Gripe On Coin Tax Bill

AUSTIN, Tex.—Protests were coming in here from owners of some coin-operated games, claiming the new tax bill may have raised their taxes sharply.

Legislators differed on the effect of the new bill, particularly regarding coin-operated shuffleboard and bowling games. The present tax is \$10 a year for each machine.

Under one interpretation, the new bill would raise the fee to \$30 per machine where the player must buy a nickel; to \$40 a year where the game costs more than 3 cents to play.

Some other legislators said the tax is unchanged. Operators are unhappy anyway, according to Dallas legislators.

They're screaming like banisters," said Representative George Johnson of Dallas. "We weren't told of the increase when the bill went thru the Legislature and there was no hearing on this provision. Failure of the sponsors to tell the Legislature of this change is, in my mind, as bad as an affirmative misrepresentation."

COIN MACHINE EXPORTS

May, 1959

Country	Photographic		Photographic		Amusement		Games		Total Value
	No.	Value	Used No.	Value	No.	Value	No.	Value	
W. Germany	597	\$ 395,694	50	\$ 19,150	205	\$ 56,387	852	\$ 471,231	
Venezuela	248	214,913	26	21,311	63	17,680	337	253,904	
Belgium	112	69,826	32	131,499	219	33,666	654	234,447	
Canada	132	97,426	3	630	912	89,730	447	187,786	
Switzerland	99	70,637	—	—	92	29,214	191	99,851	
Netherlands	145	54,195	32	13,700	81	5,700	258	73,595	
Italy	75	32,236	—	—	15	4,485	90	36,721	
Sweden	—	—	12	9,268	59	19,192	71	28,460	
Denmark	40	27,894	—	—	3	5,225	43	28,419	
Norway	—	—	—	—	115	22,829	115	22,829	
Ecuador	22	16,596	10	4,400	—	—	32	20,996	
Ireland	—	—	—	—	12	14,201	12	14,201	
Lebanon	—	—	1	675	91	10,460	92	11,135	
N. J.	6	7,010	—	—	—	—	6	7,010	
Honduras	8	5,966	—	—	—	—	8	5,966	
Other Countries	68	52,121	95	26,346	159	27,607	322	106,074	
Totals	1,552	\$1,043,970	552	\$226,979	1,426	\$331,676	3,530	\$1,602,625	

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233 MORTON ST., RAY CITY, MICHIGAN • Twinbrook 8-8387

May Exports Dip From April High

CHICAGO—Export of U. S. bike boxes and coin games did a normal volume of \$1,602,625 in May, following a big April that topped the \$2 million mark. The May volume was slightly below the monthly average of \$1,781,780 for the 1958 year.

New game and photograph volumes dropped off from the previous month, while used photographs topped their volume over April's level.

New photographic exports did \$4,043,970 on 1,552 units in May, compared to \$1,392,101 on 2,040 units the previous month. Used photographs hit \$226,979 on 552 units, compared to April's \$174,491 on 493. Games dropped from \$482,460 on 2,336 machines to a May volume of \$331,676 on 1,426 units.

The same six markets—in somewhat altered order—topped the list in dollar volume in May, as they had in April.

West Germany Leads

West Germany led in total volume, with \$471,231 (see chart this section). Well behind were Venezuela (\$253,904), Belgium (\$236,447), Canada (\$187,786), Switzerland (\$99,851) and the Netherlands (\$73,595). Of the six exporters, only Venezuela improved their volume over April. None of the other leading markets took more than \$37,000 worth of machines.

West Germany led all markets for new photographs, with a \$395,694 volume in this category.

Venezuela ranked next, with \$254,913; Canada took \$97,426.

Belgium topped the used photograph market easily with a \$131,700 volume, an unusually high figure for this category.

Game Figures

Game volumes were more closely ranged, with Canada taking the lead on \$89,730, West Germany next with \$59,387, Belgium following with \$33,666, and Switzerland hitting \$29,214. Norway—a relative newcomer—did \$22,829 in games, and Sweden made a \$19,192 mark.

Italy, once a top-running market for games but now restricted in this category, showed a resurgence in May, posting a \$32,235 volume in new photographs. In April, Italy failed to notch a position among the leading markets, totalling a slim \$4,485.

U. S. Department of Commerce figures, used in the analysis above, showed a strong volume increase in a volume of \$285,956 on 3,345 units shipped in May. (This category not listed on the accompanying chart.) Vending machine exports did a \$239,534 volume on 4,746 units in April.

SHUFFLE ALLEYS

ABC	100
Beck's	100
Chas. Cross	100
Chas. Cross	100
Chas. Cross	100
Chas. Cross	100
Chas. Cross	100
Chas. Cross	100
Chas. Cross	100
Chas. Cross	100

ARCADE EQUIPMENT

Barton-Giles	100
Barton-Giles	100
Barton-Giles	100
Barton-Giles	100
Barton-Giles	100
Barton-Giles	100
Barton-Giles	100
Barton-Giles	100
Barton-Giles	100
Barton-Giles	100

VENDING MACHINES

Shipment	100
Shipment	100
Shipment	100
Shipment	100
Shipment	100
Shipment	100
Shipment	100
Shipment	100
Shipment	100
Shipment	100

COUNTER GAMES

Harvey Green	100
Harvey Green	100
Harvey Green	100
Harvey Green	100
Harvey Green	100
Harvey Green	100
Harvey Green	100
Harvey Green	100
Harvey Green	100
Harvey Green	100

Grand New Table

Testers	100
Testers	100
Testers	100
Testers	100
Testers	100
Testers	100
Testers	100
Testers	100
Testers	100
Testers	100

10 BRAND NEW

Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100
Key & P. 5-man	100

A SNOR SNIN

Amateur	100
Amateur	100
Amateur	100
Amateur	100
Amateur	100
Amateur	100
Amateur	100
Amateur	100
Amateur	100
Amateur	100



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(Score Over)

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GOLD STAR	100
GOLD STAR	100
GOLD STAR	100
GOLD STAR	100
GOLD STAR	100
GOLD STAR	100
GOLD STAR	100
GOLD STAR	100
GOLD STAR	100

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Chicago 14-2111

Operators Not Unduly Upset

Continued from page 69

cludes the larger routes and the more progressive small routes—who demand a new game, and the sooner the better. They can afford to match competing operators dollar for dollar, and come right off ahead when the coins are counted. For them, a new game with appeal to the type of location means a 10 to 50 per cent hike in grosses—a hike that more than makes up for added investment cost. But for the smaller or less progressive guy, who must settle for less than a half dozen or so new models at a time, a new game is often received with mixed emotions.

Pool One Exception

An exception to this rule was the cine of their very own. With its low cost and upkeep. Yet, even at the time the pool game first came out, there was a block of operators who wanted it out of their shops. As it takes would hold up, before buying. But, for the most part, operators readily invested in pool games, and when pool was at its peak operators thought the country had the bumper tables at practically every one of their tavern stops.

But most new games don't come this cheap. The \$200 original tag on new pool games doesn't compare to the \$500-\$750 price of other types of new games, or the \$900 plus on new ball bowlers.

There is no doubt where manufacturers and distributors, the other two elements of the industry, stand on the new game question. Both groups want a good new game in as fast as they can get it—and by the

time the fall buying season begins. The challenge, however, is not a simple one. For every new type game tested and marketed, perhaps three or four others fail by the wayside, and among those that are marketed, few gain universal long-term success.

The rebound shuffle game, a miniature shuffleboard model played from one end, was the last new type game to create a flourish in the sales activity. It made heavy early this year, but has since failed to establish itself as a long-term grosser.

Combo Method

In recent months manufacturers have attempted to come up with a winner by combining features of standard games into new attractions. Thus the electric rifle of the gun game was combined with the in-line scoring features of the rocket game with bounding balls. Pool and shuffleboard were also combined in new models.

With most of the old ideas retired and apparently failing to engender fresh enthusiasm, the key to a new game winner may lie in an entirely original concept of amusement. The idea could come from manufacturer, distributor, operator, or from some source currently outside of the industry.

Currently, the most novel ideas appear to be developing in the five-ball pin game field. New kinds of play features, and revival of some old features, are bringing strong attention to this phase of the business.

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NATIONAL, 11-column	125
EASTERN MARK II	189

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GENCO MOTOGAMA . . . 110
G.C. TWIN HOCKEY . . . 110
Wmms. TEN PIN . . . 110
TEL-SQUZ W/Pin . . . 95

GUNS

GENCO CIRCUS SUN . . . \$79
GENCO STAFF RANGER . . . 95
GENCO GARY CROCKETT . . . 95
GENCO BIG TOP . . . 95
KENNEY RANGER . . . 110
JUN CARNAVAL SUN . . . 140
KENNEY FOOTBALL . . . 120
GENCO RIFLE GALLERY . . . 95
Cobles "TWO-COIN"—Chicago

Congressional Debate Reviews Union Abuses in Coin Industry

WASHINGTON—Names familiar to those who followed the McClellan Committee's probe of the coin machine industry popped up again during house debate last week (11-13) on laborite farm legislation.

Rep. Clare Hoffman (R., Mich.), in urging passage of a strong reform measure, reminded his colleagues that this Racket Committee in 1955 established that James Hoffa and William Wallum, both convicted (11-13) on laborite farm legislation.

"According to Hoffa, anyone 'wishing to operate a juke box or, on occasion, a vending machine, in the territory controlled by Buffalo and Hoffa paid tribute and fees fixed by Buffalo to the racketeers.'"

"Defied Law"

The Congressman charged that "Hoffa and his associates defied the law, oppressed, extorted money from union members in good standing—not once or twice, not in secrecy, not in the darkness of night, but openly, publicly, so often, so brazenly, that the practice was a matter of common knowledge, became an established union activity."

Rep. John Rhodes (R., Ariz.) told other members of the House that secondary boycotts must be

outlawed. He said that in recent investigations it was revealed that "in many cities union racketeers have gone into the business of selling and leasing juke boxes." If a tavern owner obtains a juke box from a non-racketeering source, Rhodes said, "his place will be picketed by paper local or some repairman's union which in turn induces

16,000 Jukes In Britain; Game Hike Due

LONDON—The World's Fair, British trade paper, estimates that there were 16,000 juke boxes in this country as of the end of June. It projects 100,000 music locations before a "saturation point" is reached.

Competition, the trade paper feels, will help to bring about a bigger market for juke boxes. It expects, however, that average grosses per machine may drop off somewhat in the years ahead.

As for games, the trade paper predicts, "games on location will increase as much in the next two or three years as juke boxes in the past two or three. And operators handling both juke boxes and games will obviously be at an advantage in finding sites as well as keeping up their average take."

In fact, this is an excellent time for operators. Prices of equipment may have been high for some years, and may continue high. But this has meant that progressive, financially sound, intelligent operators have come into the business in a big way—and to stay. This idea of never renewing equipment, but working it until it fell apart, has been vanquished.

The music/amusement machine has matured in method of operation as well as in years.

the transfers to refuse to deliver food and bottled goods to the offending tavern."

Green Light

Reporting and disclosure of union financial transactions was urged by Rep. Albert Iquie (R., Minn.). He fears that exempting from such disclosure unions with more than 200 members or annual receipts of less than \$20,000, would give a green light to racketeers in coin machine industry.

As an example, he told fellow representatives that of the 20,000-member Local 134 of the International Brotherhood of Electrical Workers, 200 members in the so-called Coin Machine Division and some \$15,800 per year in dues went to the division. That division was headed by "notorious 'Juke-Box Smitty,'" he said, who is "reputed to have a direct tie-in with underworld elements in the city of Chicago." (Smith refused to answer questions put to him by the McClellan Committee when he appeared before those probes late in February, The Billboard, March 2.)

Another case cited by Representative Iquie was that of Local 228, I.A.W.-A.F., originally headed by Johnny Dio. Later, it "supplied officers" to "paper locals," Iquie said, to fit an election for John J. O'Rourke as president of Teamster Joint Council 16 in New York City.

Geltan Gets Charter

Subsequently the charter was given to the late Sam Geltan to "house his independent local," according to Representative Iquie. The local had 100 members, composed of cigarette machine opera-

tors and employees. Dues allegedly were \$5 a month, and members who owned machines were assessed 50 cents per machine. Geltan's take, according to Representative Iquie, amounted to \$2,500 a month, or \$30,000 a year.

"Certainly this local is not the most likely candidate for exclusion from financial reporting requirements," Iquie said.

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Key West	135
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Broadway	95
Miami Beach	75
Gay Time	70
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Wolberg Back From Europe

CHICAGO—Sam Wolberg, Chicago Coin Machine executive, returned last week from an extensive European business trip to Great Britain and the Continent. Part of Wolberg's discussions with European coin machine traders centered on plan to build U. S. coin games abroad.

TWO ORKS NOT ENOUGH— ADDS JUKE

MOODUS, Conn.—Despite presence of two staff orchestras, Banner Lodge, 500-year-old, this summer resort in the Moodus mountains, is resourceful enough to think of juke box. A 200-unit-selection AMI juke box proudly sits in the recreation hall, for use in the recreation hall, for use in the dance lounge conducted by the Martin Rubin and Ivie Jeffries aggregations. "The juke box," adds General Manager Jack Banner, "provides a nice musical touch in the recreation hall."

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6,400 Jukes, Games Tallied In Arkansas

LITTLE ROCK—According to State Revenue Department figures, 115 persons have obtained permits to operate more than 6,400 games and jukeboxes in the State. This breaks down to 3,081 games, 3,379 music machines, and 1,416 jukeboxes.

Permits are issued under a 1959 law which took effect July 1, tightening up regulations on coin machines. Each operator must pay \$50 for a master permit and \$5 per machine operated.

Hungerford Begins Duties at NAMA

CHICAGO—Tom Hungerford, who succeeds Clinton S. Darling as executive director of the National Merchandising Association, assumed his new duties this week.

NAMA general manager, Hungerford had been merchandising director of National Vendors, Inc., L. Louis.

Hungerford will work with Darling on his new assignment until August, 1960, when the latter returns at age 65. From 1945 to 1950, Hungerford had been NAMA's director of public relations. Last year, he was general chairman of the NAMA convention in St. Louis.

Mull Cig Tax Hike in Ala.

MONTGOMERY, Ala.—A bill to raise the State tax on cigarettes from 4 to 6 cents a pack was approved by the Alabama House Ways and Means Committee.

Chicago dealers had appealed to the committee in an effort to block the bill, saying that smokers already pay more than their share of the tax burden. They produced figures which they said showed people smoke more cigarettes in States where the taxes are lowest. In increase, they said, would hurt their business.

Bally Ships

Continued from page 69

another, offering bonus scores by balls hit to lighted target. Each player gets 30 balls to pitch and hit, with speed of play relatively fast because of the lack of obstacles on the playfield. Bonus scores are built up by hitting the moving red target light.

Normally, the red target hit advances the bonus 10 points. But when a yellow diamond target is hit (by hitting a blue button then a corresponding panel is lit), the red target hit will advance the bonus 20 points.

When a green star is lit (by hitting a blue button when corresponding panel is lit), the red target hit will advance bonus 30 points.

Bonus points are added to the total score by hitting a special "collect bonus" target when it is lit.

According to Bill O'Donnell, sales chief, the moving target is an instant constant "change-sim" play appeal. After each target is

PR Group Elects Lou Casola

Continued from page 69

Active Members, including (a) manufacturing member, i.e. real or corporate person or partnership of persons engaged in the manufacture of coin-operated equipment; (b) distributing member, i.e. real or corporate person or partnership of real persons engaged in the sale of coin-operated equipment; (c) operating member, i.e. real or corporate person or partnership of real persons engaged in the operation of coin-operated equipment.

Affiliated Members, i.e. real or corporate person or partnership of real persons engaged in providing materials, components, auxiliary equipment, merchandise or professional or fiscal services to an active member.

Associated Members, real or corporate person or partnership of real persons engaged in operating an establishment in which coin-operated equipment is exposed for the use of the public.

Advisory Members, corporate person or society of real persons organized as an association of operators, distributors or manufacturers of coin-operated equipment or auxiliary equipment.

The membership is thus open to every category of interested persons including localities, associations and suppliers to the industry.

In electing Lou Casola president, other officers were left vacant until further action can be taken by the full executive committee and/or the board of directors. Bylaws are so written that an executive board can handle the immediate business of the board of directors.

Further action of the group was to arrange for presentation of plans by a number of public relations firms who would professionally guide the public relations program. At least six firms which have had some experience in the field were given primary consideration in the proposal invitation.

Committee reports also were given on financial arrangements. While the formal membership fee schedule and other fund-raising procedures will await the first formal meeting of the permanent organization, plans were laid to set up a trust at the First National Bank of Chicago to receive all monies, handle disbursements and make frequent reports on the finances of the group.

President Casola was to notify all nominees for the board of directors and executive committee and seek their acceptance.

In acting up the governing bodies the trade press on its own representation and by agreement between publications indicated that it felt that it should not be formally represented on either the executive committee or on the board of directors. At the same time, the trade press representatives again jointly agreed to give aid and assistance as required, and they will be in attendance at all meetings.

Next meeting of the group is scheduled for September 11.

LEROY LAMBERT, owner of Lambert Music Company, music machine firm of Stockton, Calif., was installed Commander of Karl Ross Post No. 16, American Legion, August 8. Lambert joined the Post in 1946 and has served on the executive committee and as second and first vice commander. He has also been director of the Stockton Soap Box Derby, sponsored by the Post. A World War II veteran, Lambert spent 22 months in the Navy. He served aboard the U.S.S. Butte, an attack personnel auxiliary craft, as a redormer second class. He saw combat in the Battle of Okinawa and received a Battle Star. Lambert and his wife, Virginia, have two sons, Gerald, 16, and Lawrence, 20. Lawrence is a fire control technician third class in the U. S. Navy Submarine Service.

bit, the moving light shifts to another target on a mystery basis.

Bating Practice is 24 by 37 inches and is available in standard or replay models. The standard model has a single dime chute, while the replay model has both dime and three-for-quater chutes. Scores are racked up for one or two players, depending on coin deposited.

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United 16' JUNIOR.....	465	United 16' BOYAL.....	235
United 14' JUNIOR.....	445	United 14' HI-SCORE.....	295
Bally 14' STRIKE.....	275	Bally 14' A.B.C.....	295

ARCADE

BALLY SKILL BOLL.....	\$ 95	C.C. EXPLORER.....	\$275
C.C. REBOUND SHUFFLE.....	125	C.C. ROCKET SHUFFLE.....	245
C.C. CRUISE CROSS HOCKEY.....	215	UNITED JUPITER.....	205
BALLY ALL-STAR BOWLER.....	145	UNITED SHOOTING STAR.....	235
CENCO 2-PL. BASKETBALL.....	145	C.C. STAR ROCKET (Upright).....	475

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Let 'Em Know When You're Coming to Clean Machine

DENVER—Tony Lucero, route operator here, has a tip for other operators that has helped him cement good relations with locations. Tony's tip: Let 'em know ahead of time when you plan to move in with cleaning and servicing equipment.

On Tony's route all collectors and servicemen arrive at the bars and restaurants at an appointed time only.

Lucero believes that while many location owners may take an unexpected "invasion" by the operator for granted, they might easily object to such interruptions when it involves clean-up or service chores in addition to collections.

"It's best to let the location owner himself specify the time of the day or week he is in favor of greeting servicemen, and to stick to his schedule," says Lucero.

"I can recall times when I arrived at a tavern, intent upon washing down and waxing a phonograph, only to find the location owner had reserved his place for a special luncheon, business meeting or wedding party—and that a service job at that time was most unwelcome. The confrontation which often greeted me on walking in with my kit of cleaning materials taught me that it was time to put this phase of operation on a scheduled basis only."

Usually, Lucero has found that the best time for cleaning chores is before noon when most tavern owners are enjoying themselves for the evening's business ahead, and usually enjoy someone to pass the time with. A few are sticklers for extremely early clean-ups—one Westminister bar owner habitually reaches his location at 6 a.m. and spends most of the day cleaning up, ordering, polishing glassware and doing other chores. "I'm glad that not many tavern owners who

work late hours are as meticulous as this fellow," quips Lucero, who must hit this spot at 5 a.m. once a month.

The observant Denver operator has taken some of his clean-up cues from other types of service organizations. For example, when he had repairs done on his family refrigerator, he was impressed by the fact that the mechanics sent for the purpose put down a heavy canvas cloth on the kitchen floor tile before they began disassembling the dusty, greasy parts of the refrigerator. Lucero has since bought several painter's canvas pieces which can be easily rolled up and carried in the car trunk and can be laundered in a washing machine.

Where he must use water and detergent to clean up the exterior of a phonograph, such a canvas covering the floor of the location from soiling.

Does such a policy pay off? Not long ago Lucero lost a location for no apparent reason. Later he found that a newcomer had offered the spot owner a much larger end of three months, however. Lucero received a penitent call from the location, inviting him to replace the phonograph. When the Denver operator asked what caused the change of heart, the location owner replied fiercely, "The guy made a shambale out of the place cleaning up his equipment, and left me with the floor to mop all over again."

This particular location owner had never appeared to be a "bear" on cleanliness and bar appearance, but actually, this one failing of the competing operator was enough to remind the location owner of Lucero's servicing attributes.

Summing it up, Lucero says, "There's too much competition for good locations nowadays to ever get the least bit careless with the location owners' good will."

Spot Pool New Williams 5-Ball Game

CHICAGO—A new single-player five-ball pin game, Spot Pool, is in shipment at Williams Manufacturing Company.

Sam Lewis, Williams vice-president, describes the game as a "lights out" type five-ball, fundamental type which has been very successful in the past.

Object is to black out 15 lights on the playfield which appear as simulated pool balls. As lights are put out on playfield, numbered pool balls light up on the playfield.

A spotting center drum on the playfield acts as a ball target, with players shooting at it via button-operated ball flippers. Blacking out bumpers 1 thru 7 lights a special, as does making bumpers 8 thru 15. Lewis said the game has an exceptionally well over an extensive test period.

Auto Bell Moving Dominoes Upright

CHICAGO—Galloping Dominoes is the new Auto-Bell Netelty Company upright game now in shipment.

Backglass symbols are of domino cards, with player attempting to light up three of each numbered domino, or combinations of six.

Nickel, dime and quarter play is featured. The upright has a National slug ejector, large coin box and newly designed cabinet.

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G-200	\$425.00
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Action Halted

Continued from page 69

tion to stop police from conducting further raids and to rule that the machines are legal. Superior Court Judge Joseph W. Bogdanick, however, ruled that the so-called "multiple coin, hingo type" machine is a gaming device which violates the State's anti-lottery law.

Before police could enforce the decision, Farina, on July 29, got an injunction from the judge. The order restrains authorities from seizing or confiscating machines while the higher court appeal is pending. The injunction in no way restricts police from making arrests for machine operation used as gambling where cash payoffs are involved.

"In other words," to quote one news source, "you can play the machine, for amusement only, without fear of arrest."

Gotham Jukes

Continued from page 69

MONEY was one of the anti-racket targets in the attack.

Spokenmen for the Association itself, however, were keeping mum on the decree and the published accounts of it. It was made clear however that the Association signed the order without any admission of truth in the Attorney General's claims. The feeling appeared to be that sleeping dogs would be allowed to lie. "It's just one more example of how the uniformed can create a bad picture about the industry in general," said another observer, "and just one more reason to get the public relations plan into high gear quickly."

Opportunity in Europe

Continued from page 69

is amazingly universal in all of the countries that he visited.

He also was greatly impressed with the vast strides ahead of the United States of the vending business in Europe. Almost every store upon closing, he asserts, places at least one machine outside the door to catch the after-hours customer. Even fresh flowers, he says, can be bought at night from vendors in almost every European city of any size.

Despite the fact that he found disk costs fairly high, Shuman believes there is still room for an adequate profit. With the tax on U. S. records they would cost something like \$1.20 as against about 60 cents here. For European records, the cost would be about 75 cents. However, the big demand is for American platter talent.

But, points out Shuman, the opportunity are unlimited, since there are cafes everywhere, even in the tiniest towns, and all of them are open 24 hours a day. It's unique to find a cafe without a juke box. The cafe is the center of life in all of the cities and towns and the photograph is the center of the activity.

He plans to return to Europe in the near future, but has no comment on what he or the Atlas firm will do about availing themselves of the opportunities of which he speaks so enthusiastically.

Melo-Tone's Baker, however, is quite frank about his plans when he starts out on his foreign tour September 23. He will take in the lights and sounds and will be accompanied by his wife. They will stop at the Queen Elizabeth and will fly back after spending about a month abroad.

He will go to England, Italy, France, Belgium, Holland and Germany, visiting among the trade on the way with an eye to gauging the possibilities of exporting directly. In the event he finds it can be done profitably, he says there is no doubt that he will take steps to set up an operation.

As a member of the board of MOA and president of the Music Operators of Massachusetts, Baker plans to take a look at the problems and possible solutions in Europe to the copyright problems and to the ordinances affecting music men there such as are posed in the U. S. by ASCAP.

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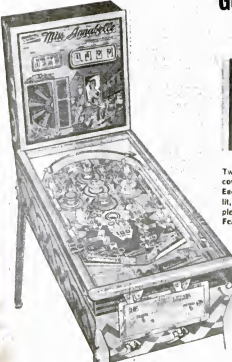
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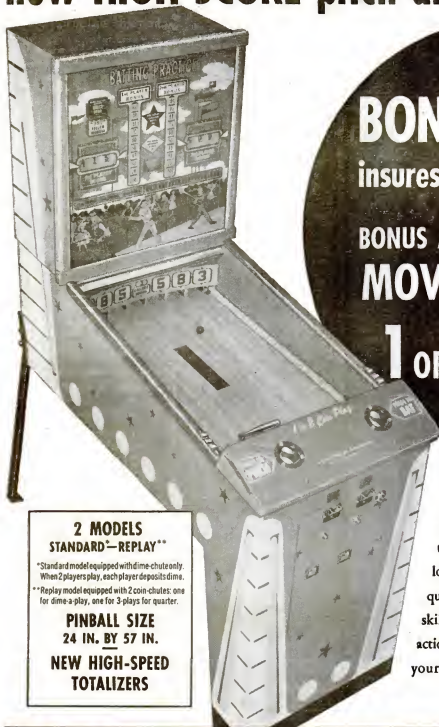
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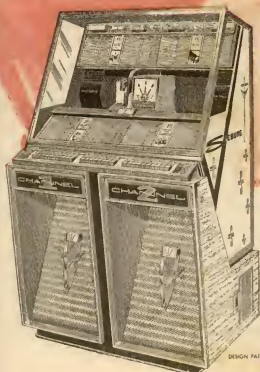
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